

NATIONAL NEWSLETTER

Volume 16, number 3
Winter 2008

XVIII FIT World Congress in Shanghai

Googling more effectively

New AUSIT administrators

Marketing T&I services



Member organisation
Federation Internationale
des Traducteurs
International Federation of
Translators

National Council Winter 2008

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From the editor

I would like to remind members that the deadline for the spring issue is **10 November**.

Any material for the Annual report/AGM

issue needs to be submitted two months prior to the NAGM.

Thanks to all contributors, and anyone else who helped. Your feedback and suggestions are always welcome.

Please send any letters, articles or images for forthcoming editions to me at my new address:

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The editor reserves the right to edit or not to publish any item submitted for publication. Opinions expressed are those of the authors and do not

necessarily represent the opinions of the editor or those of AUSIT and its executive.

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Since publication of the last newsletter, the following people have been admitted to the Institute as members or associate subscribers:

From Victoria — Juliana Frantz, Biljana Grbevaska, Mathew Irons, Mizuho Segawa, Serge Vidal and from QLD — Melessa Pui Voon.

Congratulations and welcome to all!

COVER PHOTOGRAPH

The XVIII 2008 FIT World Congress.

Dear colleagues,

Welcome to the winter edition of our *National Newsletter*, featuring a special report on the 2008 XVIII FIT World Congress in Shanghai attended by 1500 interpreters, translators, academics and entrepreneurs from all over the world. This President's report is mainly to update you with all the other things that have been happening in the last three months.

National Council Mid-Year Meeting

National Council met again in Melbourne on 26-27 July for a weekend of further planning facilitated by Barbara Gabogrecan and Peter O'Connor from Marketing Communications Executives International (MCEI). The meeting was also attended by Richard Gerner and Shweta Desai from PAMS (our new secretariat — more on them later). The meeting was held at PAMS' office in Surrey Hills, Victoria.

The purpose of this meeting was for NC to carry out further development of our business plan and work on its implementation. One of the tools used by Barbara and Peter was a mind-mapping exercise, enabling the NC to conduct a SWOT analysis; i.e. to identify the main components of our business plan and our priorities.

National Council identified the goals below in order of priority:

1. Increase income through membership growth, sponsors, grants
2. Revitalise the organisation through better administration (PAMS)
3. Improve communication in the form of information, training and planning
4. Redevelop the website and increase its function as a marketing tool
5. Build on alliances & networks
6. Improve marketing & branding

A marketing plan will be developed on the basis of the work completed, detailing what is going to be done, by whom and when.

PAMS commences as AUSIT's new secretariat

The morning of the second day of the NC meeting was dedicated to reporting on the administration transition process and PAMS' start as our new secretariat. Richard Gerner confirmed that Shweta

President's Report

Sarina Phan on the NC meeting, the changeover of administrators, NAATI and more

Desai (along with support from his staff) is now manager for AUSIT. He reported to NC that PAMS, and specifically Shweta, have been briefed and trained by Georges Mayes, Sarina Phan, John Crone and Andrew Chapman (our IT expert) to ready them for their role as AUSIT's secretariat.

Since 1 July (the day PAMS started as our secretariat) there have been few problems. We have had some trouble with the automated renewal notice, where members who have paid continued to receive the notice. This is a technical problem and Shweta is liaising with Andrew Chapman to sort it out. In the meantime, we apologise for any inconvenience caused. PAMS has also assisted the Conference Organising Committee with the processing of credit card payments for conference registration.

While it may still take some time for Shweta to become familiar with all AUSIT matters, she will continue to get support from myself, John Crone, David Connor and the NC.

After meeting Richard Gerner and Shweta Desai, who provided a tour around PAMS' office and submitted reports, NC members were overall very happy and impressed with the progress of the administration transition and with PAMS itself.

David Connor becomes AUSIT's Yahoo Groups Manager

National Council also engaged David Connor as our Yahoo Groups Manager. David's role is to manage all AUSIT Yahoo groups, dealing with registration and de-registration; he will also moderate AUSIT's eBulletin. David also assisted NC in the transition process and provided Shweta with a list of frequently asked questions and answers. He has indicated she can ring him for advice as required.

AUSIT's national PD program

Our national PD program started slowly with Willya Waldburger being overwhelmed with her own T&I work and unable to carry out some of the tasks she planned. However, Patricia



Avila and Eva Hussain are supporting Willya and the team is committed to having a national PD Program ready by October this year.

AUSIT Biennial Conference — 'Get Connected' 14-15 November, Brisbane

Registrations are coming in fast, with more than 100 already registered for our Biennial Conference, 'Translating and Interpreting — Get Connected!' There are only a few places still available for the dinner so make sure you book NOW if you have not already done so. See you all in sunny Brisbane!

Translators, Interpreters and Bilingual Workers Project (TIB09)

At the invitation of Government Skills Australia (who covered expenses) on 15 May I represented AUSIT at the inaugural meeting of the Project Steering Committee in Adelaide. A brief report of the meeting is available on the 'National Office' page of the AUSIT website.

Meeting the Hon. Chris Evans, Minister for Immigration and Citizenship

Malcolm Leader and I met with the Minister and his staff from the Department of Immigration and Citizenship on 18 June. With limited time we presented the following points:

- AUSIT is leading the way in establishing cohesion and strength within the profession, and in advancing its aims and objectives — the AUSIT Code of Ethics, Excellence Awards, Board of Professional Conduct, Senior Practitioner Membership, Professional

(continued on page 4)

Development Programs and our close relationships with training institutions and other T&I professional associations around Australia and the world.

- AUSIT, ASLIA and WAITI have come together and agreed in principle to set up an Industry Reference Group aiming to provide consultation on T&I issues for the public (see below).
- Australian practitioners are servicing the local market and beyond, with a growing trend for practitioners to expand their businesses beyond their local market and move away from working solely in the community domain.
- The industry was worth US\$12 billion globally in 2007 and will continue to grow, with a projection it will reach US\$24 billion by 2012.
- The T&I industry in Australia provides services in over 120 languages to all sectors of community, business and government.
- Australia should take advantage of the opportunities provided by these growing trends. However, the industry is diverse, complex and fragmented, with few employers, poor industrial practices, and low levels of training.
- Practitioners who work in the community domain play a vital role in supporting the Australian Government and community.
- Leading language service providers compete against each other on price meaning the rates paid to these interpreters are kept fairly low. As a result, many practitioners have decided to seek T&I work in other sectors or have left the profession.
- The Government and DIAC in particular need to consult with T&I professional associations and/or the Industry Reference Group on issues related to language services, be it for provisional improvement or for addressing language-service needs.
- Government Skills Australia has been appointed by the Department of Education, Employment and Workplace Relations to develop a training package for translators, interpreters and bilingual workers.
- Industry consultations are confirming the need to develop implementation tools and resources immediately after the training package is endorsed in April 2009. Effective training package implementation for the T&I industry cannot be achieved within the

normal operational budget of an industry skills council. Additional and specific project funding is required. Where industry training is of strategic importance, the precedent exists for specific ministerial portfolio funding of implementation tools and resources. It is appropriate that DIAC fund a project to immediately follow on from training package endorsement.

- There is already an identified lack of services in Indigenous languages, African languages, and the languages of older migrant communities. The industry is unready for an influx of workers to service the booming resources sector.
 - T&I has lagged behind over 85 per cent of Australian industry, coming very late to the National Training Framework. Trainers in the field are unfamiliar with the competency model.
 - There are also unique challenges inherent in applying a competency based training model to occupational skill sets which are largely cognitive and linguistic.
 - In June 2007, the Government endorsed the recommendation of the Senate Committee Report into Administration and Operation of the Migration Act of 1958, *'that the Government make training of interpreters a priority and establish a planned, comprehensive training program to address the development and ongoing needs of interpreting services provided by or on behalf of DIMA'* (Recommendation 6 (2.73)).
- DIAC has recently provided funding for NAATI test preparation training in rare and emerging languages. Funding for test preparation is not funding for skills-based training. When skills are poor or under developed testing does not produce them.
- The T&I industry comprises micro-businesses. There can be none of the traditional reliance on employer resources. A well-funded, innovative approach to implementation is needed. It is appropriate that DIAC fund Government Skills Australia to develop an implementation package for TIB09.

AUSIT feels strongly there is a need to develop resources and guidelines for a mentoring program to train experienced practitioners to

become mentors. New graduates and practitioners, particularly those within rare and emerging language groups, need support and guidance if they are to stay in this profession.

Meeting with Lindsay Heywood on 18 June at the NAATI office in Canberra

A meeting with Lindsay was arranged as part of my trip to Canberra. The following points were discussed:

1. **AUSIT's PD Logbook** — Over the last few months, AUSIT's PD logbook has received numerous changes, which can be problematic for members. It was agreed that no more sporadic changes will be introduced, and the logbook will be reviewed at the end of 2008.
 2. **Revalidation** — There is nothing new to report and NAATI would like to present an update on this at the AUSIT Conference in November.
 3. **Professional Reference Group (PRG)** — NAATI is setting up a Professional Reference Group, and representatives from national associations will be invited to take part. The functions and roles are to be developed. AUSIT indicated we would participate. The PRG would comprise five to six members and meet three to four times a year, or as required.
 4. **The Interpreters' Project** — NAATI received \$400,000 from DIAC to implement this project. The project aims to address the shortage of interpreters in rare and emerging languages, and in targeted areas. Lindsay said this had been a successful initiative under the previous government and therefore DIAC had given NAATI funding to run it again. I asked what NAATI has planned in relation to this project and was informed that the funding will be used to:
 - advertise the project;
 - run workshops for interested applicants; and
 - conduct tests for applicants.
- I raised the following issues in relation to The Interpreters' Project:
- Testing does not adequately assess competencies, nor does it adequately prepare applicants for the real world working as professional interpreters
 - The profile of 'rare and emerging communities' as

it currently stands comprises refugees who have come from war-torn countries; i.e. people who have suffered trauma and hardship. The Interpreters Project adds challenges for these new migrants which they might not be able to cope with whilst going through the settlement process.

- The problems above would create a poor professional image of interpreters, not to mention leave the participants with possible bad interpreting experiences.
- The project will not address the shortage long term. Poorly prepared participants will be thrown into a highly complex and fragmented industry with poor working conditions and remuneration, which will quickly drive them away.

Our recommendations

Candidates who have passed the test should go through an induction program and be mentored. AUSIT could work on this with NAATI if there are funds available. Lindsay indicated there is no funding for this, even though he supports the idea.

5. Professional Development — I

asked whether NAATI has changed its business focus to include PD workshops, since the NAATI website seems to heavily advertise such workshops. Lindsay indicated this was not the case and could be the result of regional decisions implemented by Regional Managers based on clients' requests. I suggested NAATI Regional Managers and AUSIT Branch Chairs could work more closely together, with AUSIT being informed of the demand and NAATI's clients referred to AUSIT for PD workshops. It was agreed that where AUSIT branches are small (such as WA and SA/NT), AUSIT and NAATI could jointly run PD. I also added that AUSIT is consolidating all its PD resources so smaller branches will be supported financially and become more efficient with resources.

AUSIT collaborating with other T&I associations

AUSIT, ASLIA & WAITI — Following two initial summits via Skype, AUSIT, ASLIA and WAITI have agreed in principle that an Industry Reference Group be set

up to serve as an advisory body to the public, including the Government, on T&I issues. However, with Jemina Napier (from ASLIA) on maternity leave and WAITI's President Khin Myo Myint new to the role, the three associations have not had another meeting since.

AUSIT and NZSTI — On behalf of AUSIT I attended the NZSTI Annual Conference from 31 June to 2 July in Auckland. While the Conference had a strong focus on literary translation and academia, the panel discussion on literary translation was very interesting, as were the sessions on the 'Conceptual Mapping Model in the Teaching of Consecutive Interpreting' and the 'Literary interpreter and creative interpretation'. Australian presenters were also featured, including Marc Orlando, Rika Shimo-Malmsberg and Rifa Wilson. I was also given 30 minutes to present a brief report on AUSIT and promote our conference in Brisbane. Some New Zealand practitioners expressed interest in coming to our conference and also in becoming members.

I also met with NZSTI's Council now Immediate Past President Henry Liu, current President Sibylle Ferner and Vice-President Patrick King to discuss possible collaboration. Apart from exchanging information on common issues and achievements within the two associations, we agreed it would be beneficial to work more closely together, given our geographic location and similarities in the language services industry. It was agreed that to start with we could have regular article features in each other's newsletters. We also agree there is scope for us to further discuss discount membership for those wishing to be members of both. Sibylle Ferner will be coming to Brisbane to attend our Conference, and NC plans to meet her and engage in further talks to bring the associations closer.

Changes to the PD Logbook

The AUSIT PD logbook received further changes. For the latest version please refer to the AUSIT website at <www.ausit.org>.

AUSIT website redevelopment

The website redevelopment team has completed its work. Special thanks to the team led by our Vice-President Annamaria Arnall. The content and design have been approved by NC and are now with the website manager for uploading, so watch this space! Our new-look website is not far away.

Other business

Georges Mayes' thank-you party

Georges' contributions and commitment over the years were acknowledged with a thank-you party at a Greek restaurant in Sydney. On behalf of AUSIT I presented Georges with a gift (a business brief) and thanked him for all the hard work he put in as our administrator. The dinner was attended by many local members and everyone had a lovely time.

Condolences to our colleague Heather Glass

On behalf of AUSIT, I would like to express my heartfelt sympathy to Heather Glass, whose mother passed away recently. We wish Heather and her family strength and courage to deal with their loss in this time of grief.

New members

I would like to extend a warm welcome to the following new members from Victoria: Juliana Frantz, Biljana Grbevaska, Mathew Irons, Mizuho Segawa, Serge Vidal and from QLD: Melessa Pui Voon.

This has been another very busy period and I thank my team for their ongoing commitment and hard work.

AUSIT stands for unity — united effort, a united front, unity of Purpose!

Sarina Phan
President

Welcome PAMS — AUSIT's new administrators

In July this year AUSIT adopted PAMS (Professional Association Management Services) as its new secretariat service, replacing the services of Georges Mayes. Located in the leafy suburb of Surrey Hills in eastern suburban Melbourne, PAMS specialises in the provision of services for the non-profit sector. Their clients are all professional associations or industry associations, including nurses, consultants, manufacturers and private professionals. Their staff members cover the range of skills required by most associations: accounting, communications, event management, governance, information technology and member relations.

The PAMS Director responsible for AUSIT is Richard Gerner, who founded the company and who carries experience and qualifications in both business and non-profit management. Shweta Desai, a speaker of Hindi, is now managing all communications relating to AUSIT, and has been trained by Georges Mayes in handling public requests for interpreters and translators. The handover to PAMS has gone extremely smoothly for



Shweta Desai and Richard Gerner of Professional Association Management Services

both parties, and we all look forward to a long and mutually beneficial relationship. You are invited to contact Shweta, introduce yourself and make her welcome to the AUSIT fold. She

can be reached on 03 9895 4473 or at <admin@ausit.org>.

Richard and Shweta both look forward to meeting AUSIT's members.

Important dates

21 September

WA Branch celebrate the International Year of Languages, Nth Fremantle

26-27 September

Free national T&I research symposium, UWS, Sydney

October-November

AUSIT National AGM — date to be announced

14-15 November

AUSIT Biennial Conference (see back page and AUSIT website), University of Qld, Brisbane.

Letter to the editor

CENTRELINK GIVES CONTRACT INTERPRETERS A RAISE.

In the 1990s contract interpreters were paid \$40 per two hours, plus travel allowance. The allowance exceeded the \$40 fee whenever travelling to the outer suburbs.

In 1999 the travel allowance was discontinued and incorporated into the basic fee; that is, \$60 per 90 minutes.

Our fee froze at this level for nine years. Never mind the introduction of GST, increases in living costs, car insurance, petrol and the rest of it.

On 1 July 2008 a fee increase was awarded for on-site interpreting. Heavens above! We now receive \$64 for the first one and a half hours of each assignment. Four dollars in nine years! AUSIT must have pushed Centrelink really hard for such an achievement. Should I be impressed? Or should I feel

embarrassed and ashamed to work as an interpreter? And this is not all. I was even asked by Centrelink to interpret at the Australian Family Court, which I refused to do. I wrote a letter instead asking for a decent fee for court work. Do you think I ever received a reply? Never.

I hope the above increase in interpreter fees is only the first step. The next adjustment should come very soon along with the next increase in minimum wages for the lowest paid workers.

Lia Jaric

XVIII 2008 FIT World Congress 2-3 August, Shanghai

This was my first FIT Congress and I was honoured to represent AUSIT at the Statutory Congress. Initially, NC had planned for Annamaria Arnall to represent us, but due to family commitments she was only able to attend the Congress. Prior to the FIT Congress, AUSIT was encouraged to put in a bid to host in 2011. I did some research on the Congress and in June, during my visit to the national Auslan booking services office in Brisbane, I also arranged to meet with Matthew Smithers and Trish Levey from the Brisbane Convention and Exhibition Centre (BCEC), where we discussed potential collaboration between AUSIT and BCEC to put together a bid at the upcoming Statutory Congress for hosting the 2011 FIT Congress. Further to that, Matthew organised a teleconference meeting between himself, Helen Slatyer, Sheryl Hinkkanen (FIT Secretary) and I to find out more about the level of commitment and what is involved in hosting a FIT Congress. Sheryl was extremely frank and helpful. At the end of this process I felt AUSIT was not in a position (financially or otherwise) to host the next FIT Congress; my recommendation to NC was that we not put in a bid to host the next Congress and instead work towards getting ourselves more ready for the 2014 Congress.

Having gone through this exercise, I felt I needed to know more about our membership with FIT and the Congress. I decided at the last minute to attend. It was a good decision. I learned a lot about the Statutory Congress, and gained much knowledge and many ideas from the Congress. The whole experience has helped me see where AUSIT and Australia are on the international T&I scene.

As I understand it, the Statutory Congress is the equivalent of our AGM, except that it is held every three years in conjunction with the Congress and attendees are association members rather than individual practitioners. Each member association can have a delegation of up to three members, but one vote. The AUSIT delegation consisted of Willy Waldburger and myself. It was great having Willy by

my side, as well as Helen Slatyer (former FIT Council Member), who provided guidance and support, particularly as this was my first Statutory Congress.

Among the new members admitted were the National Association of Translators and Interpreters of Ethiopia (NATIE), the Indian Translators Association (ITAININDIA), the Iraqi Translators Association (ITA) and the Federation of Translators and Interpreters of Macau (FTIM). During tea and lunch breaks we chatted and networked. The general feeling I got from talking to other people at the Statutory Congress was that FIT membership was something other nations aspired to.

Reports and financial statements were presented and members were given opportunities to ask questions or raise concerns. In addition, there were numerous proposals and motions presented, with some attracting plenty of discussion, ranging from FIT's direction and objectives, to payment issues affected by the exchange rate/fall of the US dollar, to the lack of funds. In some ways FIT is not so dissimilar to AUSIT.

I was quite amazed to learn that FIT Council meetings are still conducted face-to-face and that Council members' costs for attending these meetings are often met by the universities where they teach, and/or from their own pockets, with minimal funds coming from their own associations. The issue of lack of funds appeared a common one for most associations — we all rely heavily on volunteers. There were some discussions on meetings being conducted via Skype, but this is still at the trial phase.

Each member association is required to send a written report prior to the Statutory Congress for inclusion in the brief for participants (AUSIT did not submit one as I only found out about this once there). I was told a verbal report could be presented and I indicated I would like to take up such an opportunity. Unfortunately time did not permit this.

FIT does provide its members with the

opportunity to promote local events, present local issues and seek support (financially or otherwise). FIT has four different regions, with some more active than others. The more active regions are Europe and North America, with Latin America and Asia less so.

New Council members were elected and the new FIT President is Marion Boers from South Africa. Helen Slatyer was retiring as Council member, so AUSIT and NZSTI delegates agreed to nominate Henry Liu as Council member representing our region. With Henry's position we also hope that an Oceania FIT Region will be established.

The greatest highlight of all was the dinner hosted on the evening of 2 August by the Mayor of Shanghai, the Honourable Han Zheng. Although FIT's Vice-President forewarned us of the tight security measures due to the Beijing Olympics, I am quite certain none of us expected what we actually experienced. At precisely 6pm, about 100 delegates and their family members were loaded onto three buses. A separate minibus took the 12 Council members to a location where they were greeted personally by the Mayor and, I imagined, availed themselves of a rare photo opportunity. The procession of buses was escorted by police cars front and back, with curious locals looking on. At this stage some of us were wondering what the fuss was when we realised that traffic had actually stopped... for US!... and for the whole 20 to 25 minute trip to the dinner venue. For those who do not know Shanghai, it has a population of about 20 million, yet the city area is smaller than Melbourne's. Unbelievably, the Shanghai authorities managed to coordinate this; the logistical task would have been phenomenal. Many of us simply could not imagine this level of security. Overwhelmed and surprised, we all forgot our royal waves as we moved from one city centre to another through the mountains of high rise buildings, each with a character of its own. The local Chinese onlookers must have wondered which royal family we all belonged to.

The dinner was held at a high-class



From left: Helen Slatyer, a Canadian colleague, Henri Liu from NZSTI and Annamaria Arnall.

venue — apparently one reserved for politicians and VIPs. A banquet was served (you would not have expected anything less from the Mayor of Shanghai I guess). Being Melbournian and rather spoilt when it comes to cuisine of any kind, I thought the banquet was rather ordinary. Australian beef was part of the menu, but I would have much preferred something more oriental like *mapo tofu* or *Szechuan hotpot*.

Speeches were delivered in Mandarin and English. The interpreters did an exceptional job: they were professional and well presented. I was placed at table number one next to Mr Zhang Ciyun, Editor in Chief of the *Shanghai Daily* (an English-language newspaper with about four million readers). From my conversation with Mr. Zhang, I learned that his paper was reporting the FIT Congress 2008 event daily with a team of about 20 journalists. It was phenomenal that the 2008 FIT Congress attracted such a level of interest from the Chinese media. We subsequently learned that other national Chinese

dailies (such as the one in the city of Quan Zhou of the Fujian Province) were also reporting daily on the Congress. If you are interested in reading the article from the *Daily*, please go on line at <www.shanghaidaily.com>.

Clearly, FIT and the TAC (Translators' Association of China) received huge support, both financial and otherwise, from the Chinese Government to host the 2008 Congress. Support also came from many universities which teach interpreting and/or translating. Many students from these universities acted as volunteers at both the Statutory Congress and the Congress; thanks to them things moved along like clockwork. We all felt welcomed and able to move about quite easily. The thing that impressed me about these students was their level of excitement at being part of this historical event (it was the first time a FIT Congress had been held in Shanghai). They had the opportunity to talk to some of the most qualified T/Is in the world today and to witness the election of the FIT President and Council Members. Interpreting and translating are highly regarded professions in China.

This takes me to the opening of the Congress. With many high-profile people as keynote speakers and an attendance of about 1500 delegates, it was definitely the biggest T&I event I have ever witnessed. Speakers included Wu Jianmin (Former Chinese Ambassador to France), Yohannes Mengesha (Assistant Secretary-General for UN General Assembly and Conference Management), Juhani (Karl-Johan) Lonnroth (Director-General for Translation for the European Commission) and Yu Yueguo (Research Professor of Linguistics, Chinese

Academy of Social Sciences). The hundreds of sessions and presentations covered a diverse range of topics: from teaching and training, to technical translations, to conference interpreting, to presentations from global corporations. What I heard made me feel there is a trend toward making the teaching of translation more practical and the assessment of interpreting more authentic. Another interesting session I attended involved panel speakers talking about industry associations and professional associations co-existing in harmony.



From left: Sarina Phan and Willya Waldburger representing Australia and AUSIT.

Overall, I thought the TAC did a superb job of hosting the Congress.

I hope to be able to upload more details of the Congress proceedings onto our website for the benefit of AUSIT members. I would like to thank AUSIT for the opportunity of representing you all at the 2008 FIT Congress in Shanghai.

Sarina Phan
President

AUSIT welcomed in Shanghai

Our arrival in Shanghai at the XVII FIT World Congress was an amazing experience. First, we were welcomed at the airport and directed or to our pre-booked bus or to something more local, the Moglev high-speed German-made train. At 301km per hour it took us seven minutes to get to the city centre.

Once at the Congress, the atmosphere surrounding us was astounding. The city of Shanghai celebrated the T&I professions in 'Grandes Pompes' as we say in French. We were cared for like government dignitaries in a splendid

setting and welcomed by the Mayor of Shanghai, Han Zheng and the Minister, Wang Chen. The opening dinner was as fantastic as the Congress one. This was a magical evening concluding with a fabulous 'Shanghai Night' show.

On the opening day, attendees were welcomed by very high level key speakers. Yohannes Mengesha, the Assistant Secretary General for UN General Assembly and Conference Management, praised the T&I professions, as well as emphasising the paramount importance of interpreters and translators in the world.

Australia and AUSIT were well represented by our President Sarina Phan, Vice-President Annamaria Arnall, FIT Council Member Helen Slatyer, Adolfo Gentile, Uldis Uzlin from RMIT, Nuca La Volpicella and myself.

One of the main things to transpire out of this Congress was that globally we all have similar issues in our professions, and if we work together we can solve them. See you at the next FIT Congress in three years in San Francisco.

Willya Waldburger
PD Coordinator

Andrew Bell is a member of AUSIT, the American Translators Association (ATA), the Institute of Translation and Interpreting (ITI) and is also a qualified nurse. He divides his time between being a home parent and working part-time translating from Norwegian, Swedish and Danish into English. He specialises in medical and pharmaceutical translation. Andrew migrated to Australia from the UK in 2002 and is an Australian citizen. He barracks for the Fremantle Dockers! [But we won't hold that against him — Ed.]

What tyranny of distance?

Andrew Bell's guide to successful marketing of translation services

'If a man write a better book, preach a better sermon, or make a better mouse-trap than his neighbour, tho' he build his house in the woods, the world will make a beaten path to his door.'

Ralph Waldo Emerson

Having seen average earnings (via statistics from AUSIT) for translators here in Australia, and through talking with colleagues at CPD events and reading e-bulletin contributions my view is that many Australian T/Is are failing to achieve a reasonable income, suffer from 'sine wave' workflow or are failing to market successfully, and consequently end up doing work they'd really rather not do.

By way of background, I translate from Danish, Swedish and Norwegian into English, have been a freelance translator since 2000 and specialise in medical/pharmaceutical translation — chiefly of medical records, summaries of product characteristics, medical equipment, journal articles, etc. This might appear an unlikely recipe for a successful translation career in Australia; however, as a home parent, and working only part time, I consistently earn between AUD \$65-75k p.a. Consequently, I would argue that, with successful marketing, the geographic location of Australian translators need not be limiting in terms of workflow and client base, and in some cases may even prove advantageous.

At the first CPD session I attended in Australia (I am British by birth, Australian by choice), what struck me most was that other translators I spoke with seemed unaware of the potential for business outside Australia. I would argue that the 'tyranny of distance' need no longer limit translators in Australia to the treadmill/drudge (depending on your perspective of course) of certificate-related translation; i.e. translation of migration-related documents, certificates, driving licences and so on. Domestic work (from Australian agencies and migration-related translation) constitutes only a small part of my own income and whilst this article is not intended to be a comprehensive

guide, my intention is to give colleagues some pointers with respect to marketing themselves internationally and domestically, to increase their stable of repeat clients, and to reduce the feast-famine nature of their workflow.

Marketing online

In the early days of my translation career I asked a colleague if he had any advice as to how to improve my workflow. He replied, 'Three words: marketing, marketing, marketing!' **Google Open Directory** is an excellent way of marketing to translation agencies by country. Also, if you translate into English then it's always worth approaching agencies in England and the USA — ideally checking first to see whether they offer translation services within your language combinations. Consider also approaching countries that border your source language countries; I've successfully marketed to Germany, The Netherlands and France, and have repeat clients in all of them. Keep a record of whom you market to, how and when you marketed, and their responses. Review these marketing events every 3, 6 or 12 months. Keeping marketing records will help avoid the embarrassing situation of a PM emailing you to say: 'thanks but we declined your offer last week' or 'you're already on our database'. This looks unprofessional. I keep an Excel file containing my marketing information and also use Translation Office 3000 to administrate projects, payments, clients and marketing. TO3000 costs EUR €189 at the time of writing but is well worth it in my opinion.

There are a number of translator job forums on the Internet, some free, some offering various forms of membership, and usually with a reasonable annual subscription. Some, like Proz <www.proz.com> offer hosting services as part of the package and are a cheap and simple way of achieving an online presence. The 'Useful Resources' section of this article (page 11) contains a list of the more popular job forums. For those who like a challenge or who

are more IT-oriented, web authoring programmes such as Dreamweaver are reasonably priced, and ready-made templates can be obtained free or at a reasonable price (somewhere between AUD \$25-50) online. I bought a set of Dreamweaver templates, dismantled them with Dreamweaver, used my own JPEGs and created mirror pages in my source languages — it's really not that difficult.

Professional organisations

Professional associations are an excellent resource for both beginning and experienced translators. At national and international levels they allow you to network with colleagues, attend CPD workshops or access some online, and to attend conferences related to the field. Being a member of a professional association shows that you have a network of colleagues to draw on and are willing to invest time and money in the profession. Most of these organisations have a database of corporate clients, and members can register their details/language combinations/specialty areas on the organisation's website. Membership usually also includes access to journal archives and online member databases. A large part of my work comes from corporate members of the ITI/ATA, providing more than enough income to compensate for quite reasonable membership fees.

Professional organisations also include various language or specialisation-specific divisions that members can choose to join. These provide not only workflow but also professional support and advice. *The Translator's Handbook* by Morry Sofer provides a comprehensive listing of national T&I bodies.

Journals

I hang out for my monthly journals! Most professional organisations have a monthly or bi-monthly journal; e.g. the *ATA Chronicle* and the *ITI Bulletin* are some of which are available online (including archives) without

(continued on page 7)

membership or cost. These journals contain a host of useful information ranging from client advertisements, tips on working more efficiently, marketing, banking, IT articles, etc. I'd pay for membership on the basis of the journals alone. Also, article publication in such journals can attract clients, earn CPD points and even book prizes!

Get your CV right

Before email marketing, establishing a website or marketing extensively, I'd strongly advocate fine-tuning a professional CV. I'd keep it to one or two sides of A4, left-aligned, and with information only related to your work as a translator. One would-be collaborator sent me a CV detailing completely unrelated activities, hobbies and so on, but told me nothing about her most recent projects, translation experience, use of CAT tools, etc. Don't forget — if you're marketing by email you have about ten seconds to sell your personal services to the recipient before they hit the delete button.

A useful tip when creating the perfect CV is to put your 'masterpiece' away for a week and then re-examine it. Last week's piece of marketing genius may now appear long-winded, off-topic or contain typos. Consider sending your CV to a trusted colleague — one you know to be brutally honest.

Alex Eames' *Translator Tips* <<http://www.translatorstips.com>> is a terrific resource for marketing your personal translation services via the Internet and email. Alex sells an E-book, *How to Earn \$80,000+ Per Year as a Freelance Translator*, for around GBP£25. If you can get past the cheesy title, this book contains a wealth of information, ranging from how to compile an effective translator CV, using CAT tools, e-forums, translator forums, marketing and more. I bought a copy in 2001 and still find it useful today. The same site also offers 'Tranmail', a bulk-emailing software and database of translation agencies; however, my own preference is to email clients on an individual basis, particularly when many email servers have spam.

I also keep a 'Marketing' folder in Outlook. That way, if I find a new agency and want to send them my CV by email I can simply pre-format an email with current CV attached and send it to the client (making sure to address it specifically to the client, and ideally naming the marketing or project manager); people like to feel important and it shows that you care. Be fastidious about your marketing email — check

it thoroughly for typos and make sure you update your CV regularly. Nothing is more likely to make me hit the delete button than a poorly formatted email sent to mass recipients or containing irrelevant information. Also a good idea is to include your name in the title of the Word document or PDF (preferable); that way clients will easily be able to find your CV in their database.

Nurture repeat clients

The secret to success is repeat business. Repeat clients may comprise 10% of your clients and yet provide 80% of your work. I make a note of all national holidays and at Christmas buy small 6 x 4 Australian calendars which I send well in advance to all my repeat clients — even those I haven't heard from in the past financial year. Following such marketing, I've often heard from, or received a project from, a client I thought I'd lost. It's also good practice to email thanks following payment and to advise regular clients when you are on holidays or unavailable, or to set your email to auto-reply. Project managers also come and go, so staying in touch with clients is a good way of ensuring new project managers put you on their radar.

Sorry!

If you make an error, submit a project late, or stuff up in some other way... APOLOGISE. It's really easy and it's what project managers need to hear. You are unlikely to lose a client because you made a mistake, but if you are rude, arrogant, or fail to acknowledge errors then you almost certainly will.

Accessibility

Don't feel because you're based in Australia that a client in Milan or Paris will rule you out as a client. Very few clients have rejected me as a potential service provider on the basis of geographical location. The key is that you are friendly, approachable and accessible, not whether you are in the same time zone. I use Skype as well as email so that clients can see whether I'm on- or offline and will know my local time so they don't phone me at midnight.

Don't make a big issue about your geographic location, but do play up your service provision and accessibility. Go the extra mile!

Specialise

If you can specialise then you immediately become more valuable to a client. My background is

nursing so I've managed to market myself successfully as a medical/pharmaceutical translator to the extent that it now constitutes the majority of my work. If your field of expertise is the oil industry and a client offers you a piece on banking, don't be frightened to state a preference rather than flat out refusing; i.e. 'Many thanks for offering me this project, however, it's really not my field of expertise. I prefer, ideally, working with general texts or in oil industry-related material and would be more than happy to work with you on such projects...' There are also a host of e-groups and forums on Google and Yahoo for specialist fields of translation; these are an ideal source of networks and help when you have a terminology query or other problem.

Networking

Accepting that we often work in isolation, there are numerous ways of networking with colleagues. Attending CPD events, joining e-groups and registering on job portals (e.g. Proz, Translator's Cafe etc.) are an excellent way of raising your profile, answering terminology-related queries and gaining a reputation. Having colleagues (ethereal or otherwise) you can call on in time of need or to ask for help, editing, etc. can pay dividends. It's also worth nurturing relationships with other translators working within your groupings. There's nothing wrong with referring a client to a trusted colleague if you are too busy — providing of course that you trust your colleague not to poach your client. (A cardinal sin!). I have colleagues who regularly edit my work for US agencies and vice versa and I find such relationships invaluable. It's also worth mentioning that no matter how much someone upsets you in your business dealings, in e-groups or elsewhere, don't resort to bun fights online; it's far better to whinge in private, to a colleague or kick the bin. Rude, offensive emails stick around forever and you can easily destroy your credibility with clients and colleagues.

Summary

This article is far from comprehensive, but I hope it provides colleagues with some useful information. I'm happy to receive feedback or queries from anyone wishing to know more. Please make use of the resources listed on the following page.

NB. The term 'translator' is used throughout this article — this is not intended to exclude interpreters but for simplicity throughout the text.



Translating and Interpreting — Get connected

FROM THE ORGANISERS' DESK

Preparations for the 2008 AUSIT Biennial Conference are heating up, with most conference presenters and keynote speakers confirmed, and conference interpreters organised. With event partner Congress Rentals on board, AUSIT conference delegates can experience simultaneous interpreting for the first time at an AUSIT Conference. The senior conference interpreters are, of course, proud AUSIT members, but also members of the prestigious Worldwide Association of Conference Interpreters (AIIC).

This year's Conference also focuses on the corporate aspect of translation and interpreting. Essentially, all freelance T/Is are small businesses; their clients around the world make them small exporters. The Conference Organising Committee has been very busy behind the scenes liaising with AUSTRADE and the

Department of Foreign Affairs to provide valuable business support with 'getting into internal markets and export market development grants'. AUSTRADE will be presenting at the Conference and delegates from various organisations will mix and mingle with AUSIT members. 'Get connected' is the theme of the Conference, so a high value is placed on networking. This is your chance to make useful connections for you and your business.

Other aspects are 'Issues in translating into Indigenous languages' as well as 'Aboriginal interpreter services'. A workshop will show a real life situation with a language service user (the client is the Child Services Department), a language service provider (a Brisbane-based translation agency) and a language professional (a translator of Torres Strait Islander Creole). Participants

will go through the challenges that arise throughout the process. Furthermore, delegates from KIS (Kimberley Aboriginal Interpreter Service) also plan to attend the conference and another presentation on Aboriginal interpreter issues will add to this workshop.

The Powerhouse will host the Conference Dinner on Friday 14 November 08 at a glamorous rooftop location. Here is another chance to meet corporate clients, government officials, agency owners, language project managers and, of course, your colleagues from all over Australia. Don't forget to book — numbers are capped at 80!

*Tea Dietrich
Vice-Chair, AUSIT 2008 National Conference*

Useful resources (from 'What tyranny of distance?' page 10)

- Translator tips — <<http://www.translatorstips.com>>
- Translator's Tool Kit (Jost Zetsche) — <<http://www.internationalwriters.com/toolkit>>
- Translation Office 3000 — <<http://www.to3000.com>>
- Proz — <<http://www.proz.com>>
- American Translators Association — <<http://www.atanet.org/>>
- Institute of Translation and Interpreting — <<http://www.iti.org.uk/indexMain.html>>
- Google Open Directory (search string for translation companies by country) — <http://www.google.com/Top/Business/Business_Services/Communications/Translation/Multiple_Language>
- *The Translator's Handbook* (3rd Ed, Morry Sofer) — <<http://www.amazon.com>>
- *A Practical Guide for Translators* (Geoffrey Samuelsson Brown) — <<http://www.amazon.com>>
- *How to Succeed as a Freelance Translator* (Corinne McKay) — <<http://www.amazon.com>>
- Skype — <<http://www.skype.com>>
- <<http://www.translationdirectory.com>>
- <<http://www.traduguide.com>>
- <<http://www.translatorsbase.com>>
- <<http://www.translatorscafe.com>>
- <<http://www.trally.com>>
- *Journal for translators* — <<http://accurapid.com/journal/>>
- Useful articles on translation — <http://www.michaelbenis.com/index_files/Page341.htm>

Googling more effectively

Sarah Walls on advanced term-searching techniques for translators

Translators use various types of software for translating, but there is one tool that virtually everyone uses for term searching: Google. It is not the only search engine, but it is overwhelmingly the most popular. Yet we rarely talk about *how* we Google.

So when the NSW Branch decided to offer a Professional Development event on Terminology Management in June, I felt it was vital to include a presentation on Googling. Not being an expert personally at term searching, I consulted some of those who are, including Bob Desiatnik, Maurice Thibaux and Vivian Stevenson. Their contributions greatly enhanced the talk and this article.

1. What Google does

Google is phenomenally successful because it focuses on relevancy. It uses a page-ranking system to determine this, with all the work done by banks of low-cost PCs. The system is based on content, which provides the basis for extracting keywords, and on the extent to which other sites link to the site in question. (Hence, Google's original name of *BackRub* — you rub my back and I'll rub yours!) The more other sites point to a particular site, the more likely that site is to be considered expert, and the greater its relevance.

So far Google claims to have indexed more than 8 billion pages, but it considers that less than 10% of the world's information is online. There is still a lot to be uploaded.

2. What you can do with Google

What the above means is:

- the words and word combinations you use in your term searches are critical to finding what you want; and
- the more specific your search criteria, the better chance you have of finding that elusive term among the eight billion indexed pages.

Let's assume you have just received a document to translate.

First check your document has not already been translated. This might sound silly, but I once translated an entire document on tax regulations only to discover there was already a translation on an official website. Even if your document hasn't been translated, you may find similar texts online that you can use as a guide.

Check to see if there are any relevant bilingual glossaries or term bases online. If you are working in a European language, you will know about IATE, or Interactive Terminology for Europe, the European Union's multilingual term base. You can also look up Google Directory (> 'Reference' > 'Dictionaries' > 'World Languages'). There you'll find numerous dictionaries and bilingual glossaries. For example, there are 37 in French, 19 in Spanish, 4 in Korean, 50 in Chinese and 119 multilingual ones. Or simply type into Google: *Glossary + field + source language + target language*. For example: *glossary + tax + French + English* turns up a French-English business glossary as well as monolingual glossaries in French and English.

There are also sites such as <www.Lexicool.com> which contain directories of online multilingual and bilingual dictionaries.

Next, you may want to gather relevant reference material. Look particularly for sites ending in '.edu'. Sites from universities and other educational institutions tend to be sources of good explanations and reliable information.

3. Basics of Google searching for T/Is

Once you start translating, you will inevitably come across terms that are not in the glossaries and reference material you have gathered. It's useful to have one Google page open in your source language and another in your target language. That way you can track down use of your term and information about it on the Google source-language page, and check possible translations for terms on the

target-language page. If you're lucky, you will find what you want straight away. If you don't, there are various ways to refine your search:

a. Put **double quotes around your phrase** to find the exact phrase. Let's say you are looking for the translation for 'assembly line'. You can type in the phrase without quotation marks, in which case Google will look for documents containing either word in the phrase, but not necessarily together. Grouping them with quotation marks ensures Google looks for the expression.

b. Put the phrase in quotes and **add the field in which it occurs**, e.g. "*assembly line*" + *manufacturing*. Google automatically searches for each word, but by adding '+' you stop it stemming that word; i.e. looking for variants of the word. By adding the field, you will find the term in its context and eliminate irrelevant uses of it.

c. If you want to **find out more about the use of that phrase**, you can use Google's search syntax (see right) to search specific sites like Wikipedia; e.g. "*assembly line*" *site:www.wikipedia.org*.

d. Then **to look for a translation equivalent**, try:

- "*assembly line*" + *KudoZ*; or
- "*assembly line*" + *your target language*.

KudoZ is the help network of the international translators' site, ProZ.com, and while you can access it from the ProZ site, it is often quicker and more effective to search it using Google. Someone may have already asked about your term and received an answer from other translators. And by looking for your phrase in combination with your target language, you might turn up a bilingual site where an equivalent phrase in your target language is given.

e. Once you have found what might be a suitable translation, **use Google**

to test it. If you have several alternative translations, type them into your target-language page with the field and see how many hits you get. The number of Google hits alone is not always a reliable guide. But where one possible translation receives 10,000 hits and another gets 10, you can be reasonably confident that the one with 10 is not the right answer.

f. When you find a possible translation in your target language, it's important to **check what sort of site** you have found it on. If your term gets 100 hits, but most come not from target-language sites but from sites in the source language or closely related languages, then even if the site content is in your target language, the odds are that the term you have found is 'translationese' and not reliable.

g. If you need to find the meaning of an **acronym**, the same procedures can be used: type in the acronym and the field in the Google source-language page and confine the search to pages from the country where the document comes from. You will often find that the acronym is in brackets beside the phrase it stands for. You can then type the phrase, putting quotation marks around it, '+' and your target language on the source-language Google page to see if this takes you to a target-language equivalent. You then need to go back and check the possible translation equivalent on the target-language Google page and look for the acronym in the target language.

For example, "RCIU + obstétrique" leads to "retard de croissance intra-utérin". Then typing "'retard de croissance intra-utérin' + English' on the source-language Google page leads to "intrauterine growth retardation". Check your possible translation on the target-language Google page and look for the equivalent acronym. In the example given, IUGR appears in brackets beside the English phrase.

4. Beyond the basics

If you still haven't found what you're looking for, there are other options. Google has an 'Advanced Search' facility that allows you not only to search for the terms you want but to exclude those you don't.

- Its **search syntax** has various features including field searches that can be useful for translators. (See the box at right).
- Sometimes **oblique searching**

strategies can help. If you haven't found that elusive term, but you know other terms that occur with it, type those into the search box. You may find the term you are after surrounded by the other known terms. When selecting known terms to use, pick the ones that are most specific to the field. For example, if you are looking for the **common name of a plant or animal species**, the simplest and most reliable way to find it is via the scientific name. Type in the common name '+' and the Latin name in your source language, e.g. "*Méliphage noir* + *nom Latin*" leads to *Gymnomyza aubryana*. Once you have found the Latin name, do a search in your target language for the Latin name + common name, e.g. "*Gymnomyza aubryana* + *common name*" which in turn leads to 'Crow honeyeater'. If several species exist with the same common name, you may be able to check with your client which one is involved. Finding the common name via the scientific name is not only the quickest way, but the most reliable.

- Look out for **standard codes**. Say you find the following in a catalogue of material specs: 's/s sb hx. nt. (DIN 985, AISI-316, M12)'. Type in *DIN 985 + AISI 316 (+ M12)*, and you will find:
 - DIN is a German standards institute (Deutsches Institut für Normung) number widely used in international parts systems, and 985 is a stainless steel lock nut;
 - AISI is the American Iron and Steel Institute and specifies steel grades, 316 being a type of stainless steel;

- M12 means Metric 12.

So the codes tell you you have a 'stainless steel self (b)locking hexagonal nut' of 12 metric thread size.

• Break down complex noun phrases

to identify sub-units of meaning. For example, consider the phrase 'left side assembly retaining ring'. Are we talking about: i) a ring that retains an assembly and is located on the left side, implying another ring on the right side? or ii) a single retaining ring on a left-side assembly, implying the presence of a right-side assembly? Use Google to test out your hunches concerning sub-units of meaning and use co-search criteria to narrow them down. Try paraphrasing and look for diagrams to resolve such ambiguities. And you might get help from searching patent databases.

- Finally, you can try what are known as **metasearch engines**. Metasearch engines search several search engines and directories at once. Some of the better known ones are: Copernic.com, Pandia metasearch, Search.com and Metacrawler.

5. Conclusion

Google is not the only search engine and, like all search engines, it has limitations. It is up to you to assess the value of what you find. But Google and other search engines make available a vast corpus of material which has totally transformed the job of translation.

Sarah Walls' email address: exactitude@iprimus.com.au.

Try Google's search syntax. For example:

- use a **tilde** symbol (~) before a term to look for synonyms.
- use an **asterisk** within a phrase search to find a word in that position, e.g. "** abdomen pelvis*". This is the only way in which Google supports wildcards.
- **define:** To find definitions on the web of your term, type in 'define:' plus your term.
- **site:** To find instances of your term on a particular site, type in the term you want followed by 'site:' and the address of a site with reputable information about the field, e.g. "*assembly line*" *site:www.wikipedia.org*.
- **related:** Type 'related:' and the url of a site to find similar sites, e.g. "*related:www.gavialliance.org*" will bring up other sites (such as WHO and UNICEF) also dealing with vaccination issues.
- **intext:** Will bring up pages that contain your term in the body of the text, e.g. *intext: "assembly line"*.

A farewell to arms

Sam Berner interviews former AUSIT administrator Georges Mayes

As a new chapter begins for AUSIT and we move our National Administration to PAMS, it is time to pay tribute to the person who for so many years was the voice of AUSIT. We all know Georges Mayes as the Administrator, but few know him as the network's engineer and technical translator. And although he will no longer answer the 1800 number, he is not leaving AUSIT — just changing hats.

For me, this interview was a slight 'rediscovery' of Georges, whom I only got to know personally at the last AUSIT Awards and in whom I immediately sensed there was more than met my eye in those half serious utterances. I was right. This interview was done in a hurry, as Georges is about to be beamed up by Scottie to Mauritius; I am glad it went as smoothly as it did, given Georges' hesitancy to provide a mug shot 'so that the guys at Port Hedland don't find out I escaped'.

SB: I used to think you were French, but you aren't...

I was born in Mauritius, a colony that had been French for a very long time, then taken over by the British. So I am bilingual because, although technically the official language was English, both English and French were spoken in the parliament, and the French-speaking Catholic Church had more weight than the English-speaking Anglican one.

When Mauritius became a British colony, Britain was interested in the sugar produced by the French settlers (on the backs of African slaves, of course) and kept amicable relations with the sugar producers, so Mauritius remained very French. I spoke French at home, but at secondary school the HSC exam papers came from England. I therefore studied Shakespeare and Chaucer (Canterbury Tales) towards the end of secondary school, after having become familiar with Molière in the earlier years.

SB: So being bilingual led to translating?

Not immediately. I am a relative late-comer to this industry. When I left secondary school I joined Cable and Wireless, who had the monopoly on

overseas telecommunications. C&W had a branch here and in all British colonies (before they gave way to the OTC in Australia). In 1962 they sent me to their technical college at Porthcurno in Cornwall, and I spent 18 months there before returning to Mauritius to work as a telecommunications technician. In 1968 I was involved in a very severe car accident and in 1969 I went to England for advanced treatment before eventually resigning from C&W and starting a career in computer technology.

From England I came to Melbourne and worked in mainframe computers and then with what they called super-mini computers. Later I returned to my previous preference for telecommunications when I joined Victoria Police to work in mainframe communications, before joining the Crime Department to work in Local Area Networking. When Jeff Kennett became Premier of Victoria and started to privatise everything I returned to the private sector and worked for the ANZ bank in the same field of LAN.

I was short of my 60th birthday when ANZ informed me my position no longer existed. At that time there was a slump in IT and finding a new job in the field was not easy. That's when I started enquiring about translation and found out from l'Alliance Française in Melbourne about NAATI and AUSIT. I emailed a few AUSIT members, enquiring as to how one 'became a translator' but got no responses. Then my ex-partner sent me a paper clipping advertising translation studies at Monash University. It was early translation study days at Monash and eventually I came to UWS in Bankstown, Sydney, because they had a good track record, having been responsible for interpreting during the Olympic Games. The intent was to go back to Melbourne upon completion of my studies at UWS. However my wife Josiane and I were lucky to find this little 'garden flat' to rent in East Hills. It was next to the Georges River and less than five minutes by car from the UWS campus. That was a delightful and memorable time; the

equivalent of a little spot *EN PROVENCE*. During my working life I had always studied for my employers, but now I was studying for myself. At UWS I had Felicity Mueller and Vivian Stevenson amongst my lecturers. They are both passionate about their profession and are still active members of AUSIT. Felicity gave me the application form to join AUSIT as a student, which I did. The rest is history.

SB: Okay. I know this sounds theoretical, but what is your 'native' tongue?

Being Mauritian means being multicultural. In the translation field there are, as you know, domains. In the technical domain English is my first language. In the personal domain, French is my first language, and so on.

SB: You must have worked on some fascinating technical jobs as a translator...

I have not done a lot of translation to date. The fascination is when the text being translated leads into research that takes you into the thinking behind the text. Sounds a bit pompous, I know, but that's what I like most about it. I will be getting back into translating again when I return from my holidays.

SB: And the administration part?

Because we felt so much at home in Sydney, we moved there permanently. By the time I completed my Masters in Translation at UWS, we had sold our little place in Melbourne and bought that house in Ingleburn. The thinking behind translation was that, apart from the intellectual interest, it would allow me to work for as long as I wanted and not be subject to outsourcing, downsizing, etc. In the short term I had bills to pay and I tried my luck at becoming a CCNA (Cisco Certified Network Associate) instructor. Unable to find employment in the field, I spent many many months with my wife doing home renovation for friends who had lots of houses they wanted to renovate and rent. Then came the job of part-time administrator; I started working in that capacity at Uli Priester's office in Sydney. Eventually it became apparent that working from home was far more practical for this part-time job. Two hours travel per day for a part-time job and the fact that the phone calls interfered with the translation environment of Uli's office made working from home an obvious

choice. And so I did. The trouble with working from home is that it is part-time pay but full-time work and AUSIT has consumed all my hours whilst very little translation has occurred. What I do is labour intensive.

Still, my years as administrator have been wonderful because I have met some incredible people I would not have met otherwise. AUSIT NSW organised a farewell dinner for me in Sydney last month and my wife commented about the richness of the very many unassuming, unpretentious translators and interpreters who were there. And I would like to mention my colleague Bradley Dawson, who, unfortunately, has left as well. I say unfortunately, because although much younger than me, he is very gifted and talented, and still is an asset to AUSIT.

SB: You must have met some wonderful and interesting people throughout the years.

Oh I could mention quite a few, but I won't, because you can't mention them all and that would be unfair. But I would like to mention the unsung heroes. For example, one lady who is visually impaired, can only work 20 hours a week, and is worried because revalidation might stop her pursuing her work as an interpreter. There are many like her who provide an essential community service. In her case, her physical handicap also allows her to gently admonish, in their mother

tongue, those who give up too easily on the rehabilitation work required of them.

I guess in life there are those who look after number one at the expense of others, and those who look after number one full stop. And then there are the many who are very cognisant of their environment and who have the intellect and the sensitivity to know its boundaries as well as its possibilities, and whose prime motivation is not self but something else; in the case of my unsung AUSIT heroes the something else is translation, interpreting, the profession, the community.

My unsung heroes are the gentle, dignified souls who speak softly but so coherently and who have a powerful message to share.

SB: What will you remember with a smile?

I guess the young mum with her very new baby at the general meeting. In a different setting, I will always recall with a smile a mum explaining the ins and outs of administration to visitors whilst attending to the needs of two very young boys, ushering in the serviceman who came to repair the washing machine, coping with a translation deadline and helping run a business. It was all done with a tranquility that would make the Dalai Lama envious.

SB: Where do you see us — translators and interpreters — going in the future?

We do know about very qualified

migrants who are labourers because their experience and qualifications are not recognised in Australia. It is possible that highly qualified T/Is may become further marginalised by the revalidation process.

And I have in mind the translator who described spending 'a great deal of time trying to hone my skills as a translator and first and foremost to produce high-quality translations, but not many of the activities in the logbook seem very relevant to what I actually do... It is almost as if the whole thing is about a DIFFERENT profession. I have been translating for many years and have gathered various qualifications along the way. I did an excellent year-long course in legal translation overseas. A great deal of time was spent on translation skills (in my university degree course overseas) in XY language.'

SB: And your future plans?

When I come back I have two weeks' work filling in for a friend who goes on annual leave. After that I am thinking about cryo-preservation. It occurs to me that I am too far ahead of current thinking, which doesn't help. Perhaps they could bring me back into action in 10 years. It is possible I may not go ahead with that because my wife does not like cold weather. Plan B is translation and whatever else I can find. I am just too young to go into hibernation.

AUSIT works!

John Benson, French T/I, Sydney

It's time we all faced the obvious: AUSIT gets you work.

A perfect example of this occurred earlier this year after the French multinational Alstom contacted our esteemed AUSIT North Coordinator Georges Mayes seeking a team of experienced interpreters to do a rolling 24hr per day assignment over three weeks. To start in only a few days time of course.

Within 24 hours, a team of four, including Yveline Piller, Bob Desiatnik, Maurice Thibaux and this author was assembled via the online forum. Although there will always be a place in the market for agencies,

this demonstrated how electronic forums and communications can allow independent contractors to coordinate quickly and respond to a specific market demand. And how extraordinarily useful and lucrative it can be to participate in the AUSIT online forums.

The assignment itself was extremely satisfying, involving a journey into the world of industrial precision engineering with a team of crack turbine experts from Alstom in France.

It did also have its funny moments. During the initial safety briefing, the interpreting team became aware that one technician was German,

and spoke no French or English. When asked whether they had arranged for a German interpreter, the Australian contractor looked at this author with a puzzled expression on his face.

'But you're an interpreter,' he said.

Luckily for them, Bob Desiatnik proved once again what an über professional he is by stepping in and using his German skills to fill the breach. Satisfied client — relieved German technician.

By the end of the assignment, we had all learned considerably more about turbine technology and machine tools than we previously thought possible, and we had made some new friends should we ever visit the Alsace-Lorraine region of France. We were also paid a tidy sum of money completely in line with our professional skills.

Which brings me back to the beginning of this story — AUSIT works! Tell all your friends.

A month in Vietnam

Recently I spent a month in Vietnam where I had the opportunity to facilitate a number of Australian English pronunciation classes as well as a class devoted specifically to interpreting at the Hoa Sen University in Ho Chi Minh City. The students were doing majors mainly in tourism and some were intending to complete their degrees later in Australia, or in another English-speaking country.

Training students at Hoa Sen University proved quite challenging compared with training students at RMIT Melbourne where I work as a sessional. I found most students were passive in approaching learning activities in the class room, viewing me as a speech pathologist in accent modification rather than a professional translating and interpreting teacher. In fact, I soon discovered that the concept of T&I as a distinct career pathway was a foreign concept to the students. It was clear that bilingualism was the goal of their interpreting studies, and they viewed interpreting as simply an interim measure until their English-language proficiency improved. The long term goal was working as bilingual professionals in their various

fields of expertise. The idea of a career exclusively devoted to T&I was simply not on the radar screen.

Students performed role-plays to experience various interpreting scenarios and experience the Australian system. They were also informed about formal English and allophonic variations linked to the history of English development in Australia. A few students attempted the published NAATI practice translation tests from Vietnamese into English. Students were unable to produce translations using pragmatic Australian expressions: the grammatical correctness of their translations lacked meaning, as the texts appeared to be semantic rather than communicative, and lacking appropriate knowledge of idiomatic expressions.

In terms of the students' English language communication proficiency, it seemed their skill levels varied significantly, even within particular classes. While the students in the interpreting class generally had better English and meaning transference skills, all students had difficulty listening to

my English, so I had to explain many aspects of the training in Vietnamese.

Perhaps this may have been caused by exposure to American English (commonly used in English teaching classes in Vietnam). The American English accent of the Vietnamese teacher may have been a model for students to copy, so they found it difficult to adjust to my Australian accent. All I could do was explain diagrammatically the various points of articulation in the mouth cavity, then do some modelling for the students to listen to and attempt to emulate.

All in all it was a positive experience, but it certainly indicated to me the advantages of interpreting and translating from an Australian base. Furthermore, I now appreciate that T&I training standards in Australia, despite some inadequacies, are relatively high. The development of a distinct set of industry competencies, and the existence of the AUSIT code of ethics, offers guidance for professional conduct and competency assessment as required by Australian-based practitioners. This guidance appears to be unavailable to most interpreting and translating students I met. Is there a niche for establishing private T&I institutions in Vietnam?

Bradford Paez

How do interpreters cope with loneliness?

Our profession places us in situations requiring enormous strength, stamina and endurance on physical, emotional and psychological levels. At times I have been in places where I wonder who the right person is to debrief with over a certain situation. You can't always telephone someone at 11 pm or 6 am when you need to. Therefore, I have found journaling an excellent tool for debriefing when a physical body is not available. Journaling is a habit one can develop; it can become a 'friend'. Of course we omit identifying names and places, but we can discuss and reflect on how we felt at the time, how we are feeling now, or even days, months or years later.

Finding a professional counsellor is also extremely helpful. Here too I don't divulge confidential information, but certainly share my emotional state regarding situations I have had to deal with; these can be discussed and

strategies built into responses for the future.

Also extremely beneficial is the fitness group I have joined, where the workouts we do have a direct impact on our emotional and physiological well being. The endorphins released re-energise you and help you face the work day. This has also been a place where I have made friends outside my profession who have the same aim of feeling and being well; it's a very holistic endeavour.

For me, friendships within the community of my particular language group are not a good idea, especially in a isolated rural area. The expectations from the service users at times are much greater. Developing friendships outside your language is a must, but how do you meet such people? Join a group unrelated to your profession, do a course just for fun. There are many options but at times

overwork can blinker our sight to our own needs. Stop, go for a walk and think about yourself; have some quality 'me' time. You deserve it.

Loneliness in the profession is here to stay; it's the nature of our job. Remember, it's our chosen career path and we control our destiny. We can look after ourselves. You are important: without you many people can't access services and information. You are worthwhile and valuable. Don't allow negative thoughts to linger; replace them with a positive meta-commentary. There is a great book called *You Won't Die Laughing! How to have less stress in your life and more fun* by Patricia Cameron-Hill and Dr Shayne Yates based on Dr Patch Adams' Gesuntheit foundation. This book is full of ideas for getting out of the rut and back into life and fun. Life, including working, is for enjoying.

Marleen Blake

Celebrate with the patron saint of T/Is in WA

On 21 September 2008 from 12 noon AUSIT WA branch is hosting the social event of the year at the North Fremantle Bowling Club. This year the function has been moved from the traditional Christmas period to around St. Jerome's Day, thus avoiding a clash with other social events. St. Jerome (Eusebius Sophronius Hieronymus) is the patron saint of translators, and practitioners traditionally celebrate their profession on St. Jerome's Day, 30 September.

This year's function has an added significance as we are celebrating the International Year of Languages. The United Nations has declared 2008 thus 'in an effort to promote unity in diversity, global understanding' (UN Press Release GA/10592, 16 May 2007).

The UN says:

'The International Year of Languages comes at a time when linguistic diversity is increasingly threatened. Language is fundamental to communication of all kinds, and it is communication that makes change and development possible in human society.

'Using -- or not using -- certain languages today can open a door, or close it, for large segments of society in many parts of the world. In the meantime, there is growing awareness that languages play a vital role in development, in ensuring cultural diversity and intercultural dialogue, but also in strengthening co-operation and attaining quality education for all, in building inclusive knowledge societies

and preserving cultural heritage, and in mobilising political will for applying the benefits of science and technology to sustainable development.'

As professionals working with languages, we have a lot to celebrate this year. We are bridges across cultures and we open doors for people all around the world to communicate with each other. The UN believes we are vital for building inclusive societies and sustainable development. What better way to celebrate than to meet and speak with colleagues in the trade? There will be lots of food and drink, a game of bowls or two, an informal talk by a government official from the OMI, and a lot of opportunities to network with like-minded people. So let's gather for the St. Jerome's Day function in September and celebrate this year with our patron saint.

Yutaka Kawasaki
Chair - AUSIT WA branch

International Japanese English Translation Conference IJET-20

第20回日英・英日翻訳国際会議

Organised by the Japan Association of Translators (日本翻訳者協会)

Date: 14-15 February (Sat-Sun), 2009

Venue: North Sydney Harbourview Hotel (next to North Sydney railway station)

Website: <http://ijet.jat.org/en/ijet-20>

Registration is now open for IJET-20, the next international conference of the Japan Association of Translators (JAT), to be held in Sydney on 14-15 February 2009. The keynote speaker will be Dr Fiona Graham, social anthropologist, author, documentary film-maker and more recently, the first western woman to formally debut as a geisha. Known as Sayuki, she is currently recording her life on film as she trains in an *okiya*, or geisha house, in Asakusa.

IJET conferences attract T&I practitioners and speakers from around the world, thus providing extensive networking opportunities. The workshops and panel discussions will also interest students of translation and interpreting. For further information and registration details, visit the IJET-20 website.

2009年2月14日、15日にシドニーで開催されるIJET-20の参加申し込みが開始となりました。これは日本翻訳者協会(JAT)が主催する国際会議で、基調講演者にはフィオナ・グラハム博士をお迎えします。グラハム博士は社会人類学者であるとともに、執筆、ドキュメンタリー映像の製作活動も行っています。また最近では、西洋人女性として初めて、芸者としてのデビューを果たされました。沙幸(さゆき)という芸名を持つグラハム博士は現在、赤坂の置屋で修行した様子を映像に収める作業をしています。

IJET会議は、翻訳・通訳に携わるプロフェッショナルや講演者を世界中から集め、ネットワークを広げる素晴らしい機会となっています。翻訳・通訳を学ぶ学生には、ワークショップやパネルディスカッションも興味深いでしょう。参加申し込みについての詳細は、IJET-20のウェブサイト<http://ijet.jat.org/jp/ijet-20>をご覧ください。

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Co-chairs, IJET-20 Organising Committee

Community Interpreting, the latest book by NSW AUSIT member Dr Sandra Hale, is reviewed here by Adolfo Gentile of Monash University. A long time Victorian AUSIT member, Adolfo was formerly Head of the School of Languages and Interpreting and Translating at Deakin University. He has also served as Chair of NAATI and as President of FIT, the International Federation of Translators of which AUSIT is a member association.

Understanding community interpreting

HALE, Sandra Beatriz (2007), *Community Interpreting*, Basingstoke and New York. Palgrave Macmillan pp. 301. ISBN-13:978-1-4039-4068-1 (hbk) and 13: 978-1-4039-4068-8 (pb). Price not stated. A volume in the series edited by Christopher N. Candlin and David R. Hall: 'Research and Practice in Applied Linguistics'.

In keeping with the overall aim of the series, this book is conceived for the MA or PhD student in the broad church of applied linguistics and for the language professional interested in the research aspects of the profession.

The volume is divided into four parts, with an overview of the key concepts and research issues followed by an exploration of practical applications of the theory and research as seen from the perspective of the key participants. The third part provides suggestions on undertaking research into community interpreting through analysis of actual research projects by a number of scholars. The fourth part consists of key resources.

In the last 15 years interest in the field of community interpreting has grown exponentially. Not only has this growth occurred in quantitative terms; i.e. more and more people are interested in the subject, but interest has also grown in terms of geographical spread. More people from increasingly diverse cultural and socio-political systems have been involved. This growth has followed the pattern of the increased need for interpreters which has been met to some degree by an immediate and often temporary response, followed by reflection often leading to research projects. Useful research in this field derives from a variety of disciplines and requires consideration of the underlying commonality in the description and analysis of the *persona* of the 'community interpreter'. This approach has not been adopted with sufficient regularity, thus creating considerable difficulties in the scholarly treatment of the field and, in my view, slowing its progress.

In this volume Sandra Hale has done an admirable job in consolidating and explaining the path this field has taken in the recent past. Her book is invaluable as a milestone in the development of our understanding of the role of the community interpreter.

The book is written in a style which is easy to read. Each chapter begins with clear objectives in point form. Most chapters end with a summary and some notes on further readings. Examples, quotations, reflections and commentary by persons other than the author are placed in text boxes or in shaded portions, making the thread of an argument or topic much easier to find. This is in keeping with the broad didactic nature of the work and illustrates the care and concern shown by the author in ensuring the reader comprehends the issues.

Two issues which are central and controversial in the development of the profession (and thus fertile ground for research) are the role of the interpreter and the ethics of practice. These two subjects are in many ways intertwined and interdependent. Hale takes us through a brief history of the use of the terms and provides a fairly comprehensive panorama of the labels which have been attached to the work of the community interpreter, showing the reader the genesis of, and pitfalls associated with, each. She compares community interpreting and conference interpreting — not in the usual manner which can indicate a kind of hierarchy — by reasoning that, given the performance parameters, the demands placed on the community interpreter can more than adequately be compared with those facing conference interpreters. She illustrates the issues by providing discussion in a relevant domain, specifically the law — a subject her own research has taken her to.

The sections dealing with the code of ethics and the 'voices' of practitioners bring the reader a clear and powerful insight into the 'hoary chestnuts' of this

profession. What is ethical behaviour? How do I as a practitioner see it? What do interpreters' clients have to say about the behaviour of interpreters? Which of these views matter? Hale has not been tempted to add her own value judgments; her presentation forces the reader to consider the issues as matters for discussion and research. The volume implies in many ways that discussions on community interpreting must improve in quality on all sides of the debate: from practitioners, clients and researchers alike.

After consideration of the main research approaches (which are competently illustrated by actual examples), Hale discusses a number of methodologies for research and provides useful suggestions about conducting such research. Even if one does not agree with all the examples shown or the methodologies, readers will be left in no doubt as to the processes and considerations involved before embarking on research projects. The examples of research are complemented by the author's own views on the research methodologies. This is again an excellent pedagogical tool for would-be researchers.

The last part of the book is a list of resources. This is of immediate use to readers of this volume approaching it shortly after publication. The utility of the resource guide will quickly diminish with time. This is not to say it should not have been included, but simply to illustrate the inherent consequences of such inclusion. The reader may also wonder about the choice of resources since, inevitably, these are limited in coverage by the languages in which they are written. The resources section and the parts in the text dealing with codes of ethics provide, on the other hand, an impressively large array of different codes — a powerful tool in illustrating the commonality of efforts by practitioners to deal with the same issues in the profession the world over.

The references list is an up-to-date panorama of the major writings on community interpreting.

With its clear, concise and relevant treatment of the central issues in the current debate on community interpreting, this book is a must-have for the student and practitioner alike.

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A/Professor Sandra Hale
Leader of the Interpreting and Translation Research Node



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