MEDIA RELEASE, MELBOURNE DATE TBA

\*\*FOR IMMEDIATE RELEASE\*\*

**Heard but not Seen – 30 Years of Secrets to Succeed with China**

It has been described by commentators as ‘monumental’ and even more significant than Gough Whitlam’s historic visit to China in 1972!

The first leaders’ meeting in six years has propelled weeks of coverage of the talks between Australian Prime Minister Albanese and Chinese President Xi Jinping at the G20 in Bali.

A lot was riding on the success of the meeting – pressure on participants, including the interpreters: President Xi had three and our PM had Chin’s Chief Interpreter, Charles Qin.

In fact, what has been overlooked is virtually any mention of translators and interpreters - after all, they are mostly hidden behind the scenes. But they play a vital role – especially in diplomacy.

For 30 years Chin Communications has been behind the scenes on some of the biggest deals done with China. Their story charts Australia’s relationship with China and points to a thawing in the relationship as 2022 comes to a close. Their top secret: getting the language communications right.

**Writing the successful relationships book**

The City of Melbourne, a client of Chin for over 25 years, wrote the copybook on building relationships with China. For 42 years, their Sister City relationship with Tianjin has delivered opportunities for Melbourne and Victorian organisations from design to health and biotech, agriculture, and even sport, importantly building community connections, and, with Chin’s help, minding their language.

Lord Mayor Sally Capp said: “The City of Melbourne warmly congratulates Chin Communications on reaching this huge milestone.

Chin Communications has been a key player in Melbourne’s multicultural sector, even securing the Melbourne Award - Corporations Award for Multiculturalism. This highlighted the excellent work the Chin team has achieved amid the China space, as well as with other languages and communities.

We thank Chin Communications for its significant role in facilitating Melbourne’s bilingual communications with our vibrant Chinese community.”

**The Chinese Whisperers**

In the year marking another significant relationship - 50 years of diplomatic relations between Australia and China – the Chinese “whisperers”, Chin Communications, celebrates 30 years providing support to governments, businesses, organisations, and events, developing relationships and business with China.

During this time, Australia’s trade with China has risen from around $90 million to $245 billion and the number one position. China has driven the growth of Australia’s economy and we’ve averted many crises along the way, like the GFC. Chinese students and tourists, for example, have helped these sectors boom.

As Australia gets back to normal, Chin emphasises that it is time to reinvigorate relationships and marketing to re-engage with China and ensure Australia’s continued success.

Charles Qin, privy to many high-level interactions, said: “Whether at a meeting of heads of state or in courtroom battles, getting the right language support has been a constant and ensures good decisions and outcomes.”

Chin Communications, based in Melbourne’s CBD, provides translation, interpreting, branding, social media and marketing services targeting Chinese and multicultural audiences to a global client base.

With an in-house team of translators, interpreters, marketers and graphic designers, Chin manages its work in house and has a stellar client list, some of whom, like the City of Melbourne, have been supported by Chin for almost 30 years.

END –

Charles Qin and Kate Ritchie, founders, Chin Communications are available for interview: 0439 910 980 or kate@chincommunications.com.au

https://www.chincommunications.com.au/blog/australia-china-relationship/

Video link

LinkedIN

Twitter

Facebook

Link to 30th page: https://30th-anniversary.chincommunications.com.au/