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Scoop Digital launches the first comprehensive bilingual (English and Mandarin Chinese) guide to arts & events for Perth and WA.

Scoop 数码公司将推出珀斯和西澳的艺术和活动指南，这将成为第一个中英文双语综合指南。

About Scoop Events / 关于 Scoop 活动

Scoop Events (ScoopEvents.com.au) is the only comprehensive guide to arts & events in WA, with 4,000+ pages of content, 1000+ arts & event organisations and 500 to 1000 events listed.

Scoop 活动的网站是 scoopEvents.com.au，这是西澳唯一一个艺术和活动的综合指南。网站包含 4000 多页内容，列入了 1000 多家艺术和活动组织的 500 到 1000 个活动。

Initial traffic has been encouraging, already attracting 40,000+ unique visitors per month, 35,000+ subscribers and 19,000+ social media followers. We expect numbers to increase rapidly from July.

网站的初始流量结果喜人。目前，网站每个月吸引了 4,0000 多名独立访问者，共有 3,5000 多名订阅者和 1,9000 多名社交媒体粉丝。我们预计从今年 7 月份开始这些数字会急剧增长。

Listings on the Scoop Content Distribution Network are free, providing the arts community with free access to a growing audience of locals and tourists with an interest in arts and events in WA.

客户可免费在 Scoop 的内容传递网络上发布目录列表，为艺术界提供免费途径接触那些不断增长的、对西澳艺术和活动感兴趣的本地人和游客。

Chinese in WA / 中国人在西澳

Chinese-speaking West Australians have a rich history in this state and are an invaluable sector of our local community. The local Chinese-speaking community numbers around 140,000.

在西澳，讲中文的西澳人拥有丰富的历史，他们的数量在 14,0000 人左右，是本地社区中极具价值且快速发展的一部分。

Chinese tourists are reported to have spent more than \$10 billion in Australia last year. The value of the market is expected to grow to \$140 million per year by 2025. Perth and WA are missing out.

据报道，去年中国游客在澳大利亚的花费超过 100 亿澳元，预计到 2025 年，这个市场的价值将增长到每年 1.4 亿澳元，而珀斯和西澳却失之交臂。

For the same reason Australians enjoy information in English when they visit China, why shouldn't Chinese tourists expect to find information in Chinese when they visit WA?

澳洲人在造访中国时能够享受英文信息，出于同样的原因，为什么中国游客不希望在造访西澳时找到中文信息呢？

If we are serious about positioning WA as a *regional* destination for arts, events, culture and travel, we need to have content available in the two major languages of the *region* – English AND Chinese.

如果我们认真对待西澳的定位并想让它成为艺术、活动、文化和旅游的区域目的地，那么我们提供的内容需使用本地的两种主要语言——英文和中文。

Relaunching Scoop Events in Chinese / 重新推出 Scoop 活动中文版

Recognising the importance of the local and overseas Chinese-speaking audience, Scoop Digital now contracts professional native Chinese translators to build and maintain content in both languages.

Scoop 数码公司意识到本地和海外中文用户的重要性，因此本公司与母语为中文的专业翻译签订合同，并使用中英文两种语言建立和维护内容。

All filters, static content and over 100 top events are translated. As far as we know, this makes us the first comprehensive, bilingual (Chinese & English) state-based guide to arts & events in Australia.

目前翻译成中文的内容包括所有的过滤器、静态内容和 100 多个置顶活动。据我们所知，我们是澳大利亚第一个艺术和活动的州内中英文双语综合指南。

The launch will target more than 40,000 Scoop subscribers and industry contacts, all major English and Chinese-speaking media and various Chinese-relevant clubs and associations.

本次推出将面向 4,0000 多名 Scoop 订阅者和业内人士，其中包括所有主要的中英文媒体，以及与中国相关的各类俱乐部和协会。

Spreading the word / 信息传播

Many local and international organisations want to promote arts, events and travel in Perth and WA on their websites, but don't have access to the technology or the content in English or Chinese.

许多本地和国际的组织想在他们自己的网站上对珀斯和西澳的艺术、活动和旅游进行推广，但是他们缺少技术，也没有中文或英文的相关内容。

Scoop Digital has invested more than \$3 million into building a fully-scalable, enterprise-level digital platform that allows us to license fully-customisable bilingual content and a superior user-experience to an infinite number of local and overseas websites.

Scoop 数码公司投资 300 多万澳元，建立了一个完全可扩展的、企业级别的数字平台，这个平台让我们能够将完全可定制的双语内容和卓越的用户体验授权给无数的本地和海外网站。

This means governments, visitor centres, hotels, inbound and outbound tour operator and others wanting to promote arts & events in WA are able to display this content on their websites.

这意味着政府、游客中心、酒店、出入境旅游经营者及其他想在西澳推广艺术和活动的人士都可以在他们的网站中展示这些内容。

[Our Partners / 我们的合作伙伴](#)

Scoop Events is only possible with support from WA's most progressive arts & events organisations, helping to develop new markets and position WA as a cultural, arts & events hub for the region.

没有西澳最先进的艺术和活动组织的支持，Scoop 活动网站也无法建成。这些组织帮忙开发了新的市场，将西澳定位为区域的文化、艺术和活动中心。

To view in Chinese, use the  button on the top right.

Scoop Partners	View
Western Australia Symphony Orchestra (WASO)	View
Black Swan State Theatre Company	View
Western Australian Jazz Youth Orchestra (WAJYO)	View
Perth Institute of Contemporary Art (PICA)	View
Fremantle Arts Centre (FAC)	View
Revelation International Film Festival Perth	View
Royal Agricultural Society of WA (RASWA)	View
Western Australian Academy of Performing Arts (WAAPA)	View
Western Australian Football Commission (WAFC)	View
FORM	View
RTRFM	NA
King St Pocket Corner Festival	View

Scoop 合作伙伴	中文查看
西澳交响乐团 (WASO)	中文
黑天鹅州立戏剧院	中文
西澳青年爵士管弦乐队 (WAJYO)	中文
珀斯当代艺术中心 (PICA)	中文
弗里曼特尔艺术中心 (FAC)	中文
珀斯启示国际电影节	中文
西澳皇家农业协会 (RASWA)	中文
西澳表演艺术学院 (WAAPA)	中文
西澳足球委员会 (WAFC)	中文
FORM	中文
RTRFM 广播电台	NA
国王街角口袋音乐节	中文

We are disappointed that not all of the major state-funded arts organisations were able to support this project, but old habits die hard, and we hope to have them all involved in the near future.

我们感到有些失望的是并不是所有由州政府赞助的主要艺术组织都支持这个项目。但是，随着旧习的消亡，我们希望在不久的将来他们都能参与到这个项目之中。

Moving forward

未来走向

In approximately eight weeks we will launch Scoop Traveller (scooptraveller.com.au) as the only comprehensive (4,500+ pages) and bilingual (English and Chinese) guide to travel in Perth & WA.

在接下来 8 周左右，我们将推出 Scoop 旅行者网站（scooptraveller.com.au），该网站拥有 4500 多页内容，将成为珀斯和西澳唯一一个中英文双语的旅行综合指南。

Our mission is to rapidly expand the Scoop Content Distribution Network and by December 2018, we aim to have our arts & events content displayed on more than 100 local and international websites.

我们的使命是迅速扩大 Scoop 内容传递网络，到 2018 年 12 月，我们的目标是在 100 多家本地和国际网站上展示我们的艺术和活动内容。

We welcome enquiries from any organisations wishing to add listings, display our content on their websites, or to support the further development of the Scoop Content Distribution Network.

无论您是希望添加列表，在您的网站上展示我们的内容，还是愿意支持 Scoop 内容传递网络的进一步发展，我们都欢迎您的咨询。

David Hogan | Managing Director
大卫·霍根 | 常务董事

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