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**Home page**

**Carefully considered. Expertly crafted.**

**Strategic Communication & Reputation Management Specialist**

When you have a message to deliver, a story to tell, something to say that you need your stakeholders to hear loud and clear… *Say That* can help.

**In business, messaging always matters**

Do you have a message to share that will build trust with the audiences that drive your revenue?

Perhaps you need help promoting your people or services, or ensure they are known by a wider audience?

Is there a narrative to be carefully devised and managed to prevent the erosion of trust amongst your important stakeholders, either internal or external?

Do you have a situation on your hands, and you feel like you need to go into damage control?

Has the media come knocking and you’re not sure what to say?

Do you need a website that is cohesive and sharp?

Get in touch. We’d love to talk about how we can help shape your narrative, overcome your communications challenges, and support you to say what needs to be said.

**We help you communicate with clarity & impact**

* Media strategy, liaison, management and execution
* Crisis, Issues & Reputation Management (specialising in post cyber incident communications)
* Corporate Communication
* Executive & Internal Communication
* Communications Strategy & Counsel
* B2B Public Relations
* Brand Building
* Copyrighting (in all its forms)
* Narrative Development
* Change Communications

**Our clients say this …** (scrolling across the page)

*“We engaged Sarah Tempest of Say That to assist with an announcement about leadership changes and growth ambitions. Crafting the right message for our market was a challenge; strategically we were hoping for some industry media coverage. Sarah did what Sarah said she would and successfully secured this coverage to meet our objectives.   
  
Sarah made the entire process quick and seamless. She took the time to ask insightful questions to truly understand the message we wanted to convey. The end result was exactly what we needed. Our press release was picked up by the targeted publications, and the response from the market was overwhelmingly positive.  
  
We are extremely impressed with Sarah's media counsel and highly recommend Say That to anyone in need of professional, impactful media relations services and or/ great copywriting."*

**Jarrod O’Brien  
Lion Underwriting**

Say That acknowledges the Traditional Owners of Country throughout the land we call Australia. In particular, we pay our respect to the Cameraygal people of the Eora nation whose Country our business operates from. Indeed, we recognise all First Nations peoples’ continuing connection to land, waters and culture and pay our respects to their Elders past and present.

**About**

Say That is led by Sarah Tempest, a seasoned communications professional with 20 years’ experience in corporate communications.

We work with businesses large and small; both publicly listed companies and private entities, multinational companies, as well as family businesses.

Say That can be engaged for distinct projects or, for larger companies with your own in-house corporate communications/ marketing teams, we can seamlessly “plug-in” and act as an ‘overflow’ resource when your internal team is at capacity.

**Meet Sarah**

Sarah is a strategic communications and reputation management specialist.

During her 20 year career, she has worked within the corporate affairs teams of three large publicly-listed companies across three vastly different industries of mining, aviation and insurance (Alcoa, Qantas and Crawford & Company). She has also worked in communications roles within the not-for-profit sector and professional services (legal), after starting her career in radio journalism.

Sarah is passionate about all facets of corporate communication and the critical role that expertly crafted narrative and campaigns play in both external brand perception and employee engagement.

Before founding Say That, Sarah rose to the role of Director of Communication (Asia Pacific), for USA-headquartered Crawford & Company. In this role, she worked at a strategic level as a member of both the Australian and Asian Executive Leadership Teams.

Starting her career as a journalist has given Sarah intimate knowledge and first-hand experience with the needs of ‘the other side’ to PR. A key strength is her ability to leverage the media to successfully deliver no-cost positive PR; helping brands stand out for all the right reasons.

Equally, Sarah’s knowledge of the media becomes invaluable when a crisis, with potential reputational impacts, presents itself. When journalists come knocking through a negative lens, Sarah is expert at managing a message to protect a brand’s reputation. Knowing what to say, what not to say, how to context the issue, and the timing of the message is paramount.

Crisis communications and issues management (internal and external) have spanned Sarah’s entire career – from Hollywood’s Erin Brockovich publicly fighting Alcoa, through to being a senior member of the media team at arguably Australia’s most well-known brand, Qantas (Sarah joined the team as then CEO Alan Joyce grounded the airline during the industrial disputes of 2011). Sarah’s clarity of thought under pressure is hard to find.

Sarah also enjoys partnering with executive leadership teams to advise and create on-point internal communications programs. She has a proven track-record of becoming a trusted advisor to senior level executives. Sarah has become known for her fearless advice to senior leaders and is no stranger to candid conversations in order to land in the right zone for the brand.

Sarah holds a Bachelor of Mass Communication (Journalism and PR) from Curtin University of Technology in Perth.

**HOW WE HELP**

We’ll help you refine what you need to say so that it resonates with the audiences that matter to your business.

**Narrative with clarity and impact**

Clear, often clever, copywriting is at the core of exceptional messaging.

When you have something to say; when you must be on point; when a compelling narrative needs to be born out of an overwhelming number of concepts, we help turn the complicated into simple.

But messaging is not all we do...

**Communications Strategy**

We are communications strategists. We will assist you to decipher what to say, what not to say, how to position it, to who, via what mediums, and when to say it. And, very importantly, we will also plot the sequencing of that messaging delivery to your various stakeholders. Who you tell, in which order, should not be underestimated. We have acute understanding of when brevity reigns supreme and when context is king.

**Specialising in post-cyber incident communications**

Text tbc

**FEES**

A word from our Chief Strategist and Wordsmith, Sarah Tempest …

*“Ever heard the phrase “when you want something done, give it to a mum!”?*

*Any parent (mums and dads) will attest that working and parenting is a constant juggle.*

*I have school-aged children. Time is precious. These factors were part of my motivation for starting Say That; to create a working life on my own terms.*

*Wondering where I’m going with this, on a webpage that’s supported to be about fees?*

*I predominantly work off hourly rates (although for well-defined projects, a fixed fee can be discussed).*

*When you work with Say That, you are assured that I have nil interest in the assertion that the longer it takes, the more I get paid.*

*I am a mother who works, not a worker who mothers. I am driven to do an exceptional job for my clients, in the most efficient way possible. This means timely turnarounds for you, while keeping a lid on costs.*

*I enjoy what I do and I pride myself on being super-efficient without compromising on deliverables and results. In my mind, this is the winning combination that ensures repeat business from clients which leads to a sustainable business for me to support my family.*

*Rest assured, if I take on your project, I’m all in. I don’t overload myself, and this ensures I can execute to the highest standard.”*

With Sarah Tempest’s wisdom of experience comes strategic judgment, unwavering communications counsel and, very importantly when paying by hourly rates, it means efficiency!

**CONTACT**

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**Linkedin logo directing to:** [**(1) Sarah Tempest | LinkedIn**](https://www.linkedin.com/in/sarah-tempest/)

**Perhaps include a contact form that directs to sarah.tempest@saythat.com.au**