

# Lisa Burling

## Founder | Grass is Greener Marketing Communications

Lisa Burling is a multi-award-winning entrepreneur and marketing communications professional, Fellow of Communications and Public Relations Australia, a degree-qualified journalist, and a published author.

In 2013, a chain of devastating events resulted in Lisa being an unemployed, single mum of two boys under three. Whilst in the Centrelink queue wondering how this was her reality, she decided to set up a business. Most people thought she was crazy, but that business, LBPR, went on to win over 20 national PR industry awards including Best Small Consultancy of the Year and Gold Campaign Awards, the Illawarra Business Chamber's Best New Business, and the Illawarra Women in Business Best New Business and Small Business.



Recognising the need to evolve LBPR to ensure external and internal congruence, Lisa rebranded LBPR to Grass Is Greener Marketing Communications in July 2024 – the first PR consultancy in Australia to do so.

Based in Wollongong, Lisa has contributed to the region through her entrepreneurial and business endeavours. This has been recognised by her receiving the Lord Mayor of Wollongong's entrepreneur award and Keira High's Excelsior Award, given annually to a past student displaying "reach higher" motto. She lectures at the University of Wollongong and set up Australia's first student-run PR consultancy called Catalyst. She cherishes being awarded Illawarra Businesswoman of the Year and Innovative Businesswoman of the Year in 2016.

Lisa wrote her first book, *Dream A Little Dream*, which she self-published and launched with Illawarra Women In Business in February 2019. After being signed as an author to New Holland Publishers in Australia, her first book was re-launched nationally in all major bookstores and online book retailers as *All It Takes Is A Little Gumption* in February 2020, with a post-COVID updated version, titled *All It Takes Is*

A Little More Gumption, released by New Holland in July 2022. Lisa released her first children's book, Little Dreams For Little People, co-written with her son, Luca, to raise money for Chloe Saxby, a Wollongong girl born with incurable Vanishing White Matter Disease.

She is writing her next books – there are three on the go and is yet to decide which one she'll actually finish.

Lisa's brain is always creating. In 2024 she launched her second business called Mabel's World from her home library - for people who value the written word and love to read and write books like she does. In 2025, she will launch her third business, IdeaBloom, which will help women launch a new, or re-invent an existing, business.

Her most important role in her multi-passionate life is raising her two amazing boys, Luca and Nate, to be excellent men. They live on their semi-rural property with their dogs, ducks, goats, guinea pigs, fish and hermit crabs.

[www.lisaburling.com](http://www.lisaburling.com)

[www.gigmarketingcom.au](http://www.gigmarketingcom.au)

[www.mabels-world.com](http://www.mabels-world.com)

## **AWARDS & RECOGNITION**

### ***Public Relations Institute of Australia Golden Target Awards***

- NATIONAL BRONZE WINNER – Best Digital Influencer Campaign of the Year 2023
- NATIONAL GOLD WINNER – Media Relations Campaign of the Year 2022
- NATIONAL SILVER WINNER - Small PR Consultancy of the Year 2021
- NATIONAL GOLD WINNER – Best Health Campaign of the Year 2021
- NATIONAL BRONZE WINNER – Best Health Campaign of the Year 2021
- NATIONAL + NSW AWARD WINNER - Small PR Consultancy of the Year 2020
- NATIONAL + NSW AWARD BRONZE WINNER – Best Digital Influencer Campaign 2020
- NATIONAL + NSW HIGHLY COMMENDED - Small PR Consultancy of the Year 2019
- NATIONAL + NSW HIGHLY COMMENDED - Best PR Campaign on a Small Budget 2019
- NSW HIGHLY COMMENDED – Digital & Social Media Campaign 2017

- NSW WINNER/NATIONAL HIGHLY COMMENDED – Small PR Consultancy of the Year 2018
- NSW + NATIONAL WINNER – Best PR Campaign on a Small Budget 2018
- NSW + NATIONAL WINNER – Digital & Social Media Campaign 2017
- HIGHLY COMMENDED – Micro Consultancy of the Year 2016
- WINNER – Micro Consultancy of the Year 2015

### ***Illawarra Women in Business Awards***

- WINNER - Best Small Business 2016
- WINNER - Businesswoman of the Year 2016
- WINNER - Innovative Businesswoman of the Year 2016
- WINNER - Best New Business 2015
- HIGHLY COMMENDED - Business Woman of the Year 2015

### ***Illawarra Business Chamber Awards***

- WINNER – Most Outstanding New Illawarra Business 2015