



MILLIGAN.



MADE BY MUMS FOR MUMS

A SOCIAL ENTERPRISE
JOURNEY WITH MILLIGAN





Exploring Social Enterprise

AUGUST 2025

Centre Manager Crystal attends a WASEC workshop at the Linkwest Conference, sparking early conversations about social enterprise.



Discovery Workshop

FEBRUARY 2026

WASEC facilitates a scoping workshop in Bunbury to explore opportunities and enterprise ideas with the Milligan team.



Research & Consultation

MARCH 2026

Stakeholder interviews and sector research identify community needs and viable enterprise pathways.



Idea Validation

APRIL 2026

Priority ideas are tested and refined through Impact Canvas and mentor input to identify the strongest direction.



Roadmap & Next Steps

MAY 2026

A co-designed roadmap outlines possible social enterprise models and next steps for validation.

Social Enterprise Impact Canvas

1. Product

What problem are you trying to solve?
What is your solution or product?
Who is the customer?
How much does your product cost?

6. Brand and story

What is the core promise your brand makes to customers?
Have you finalised your brand name and visual identity?
What feedback have you received so far from customers, investors, or partners?

10. Going to market

Who are the easy customers?
How will you engage them?
How will you evaluate early feedback?

2. Gap in the market

What is the market?
Who are your competitors?
Who are your allies?
Could you partner with any of them?

4. Protecting your business

Have you got MOUs with potential partners or suppliers?
Can other companies enter your market easily?
Can your product be patented?

7. Cashflow

What are your start-up costs?
What is the expected revenue per month?
What are the operating costs per month?

8. Your team

Who is leading sales and business development?
Who brings domain or industry-specific expertise?
Who is managing technology and digital?
Who provides corporate, financial, or legal oversight?

11. Managing risks

What early success will show you're ready to grow faster?
How much will you spend before making money, and how long will that take?
If things don't go to plan, what's your backup and how will you handle it with investors?

3. Validation

Has the idea been tested on customers?
Have you piloted anything yet or developed case studies?
What has been adjusted or iterated since starting-up?

5. Making and impact

Use 3-4 words to clearly articulate your goal or mission
Is social impact including in your company constitution?
Are your supply chains ethical?
Which verification might endorse your product e.g. WASEC, People Planet First, Fairtrade?

9. Investment

Who are the current founders or equity holders?
Do you have any agreements in place with them?
Who will be on the team after investment?
How much funding are you looking for, and when do you expect to break even?

Validation

Execution



Reflections

THE CHALLENGE

Milligan is a community centre in Bunbury that has been supporting the Greater Bunbury community for over 40 years. Their Nixi program is a free, welcoming space for young mothers and mothers-to-be to connect, share experiences and access support, with an onsite creche making attendance possible for participants. Young mothers in the Nixi program regularly speak about the financial pressures of parenting, particularly when they are also navigating low confidence, limited education opportunities, mental health barriers and a lack of work experience. Many want to move toward employment or training but need a safe stepping stone to build skills, confidence and work readiness. Traditional pathways rarely provide that.

WHAT WE DID

This work began when Milligan Centre Manager Crystal attended a WASEC social enterprise presentation at the LinkWest Conference in 2025 and left inspired by what might be possible for the Nixi community. She reached out to WASEC and the collaboration began. Throughout the process we consulted with Nixi staff, the broader Milligan team and regional stakeholders through interviews and ongoing conversations. At the heart of the process was a dedicated workshop with the Nixi mothers themselves, hearing directly from the women about what they needed and what would work for them. The enterprise model that emerged was shaped directly by the people closest to the need.

We believe business can be better

The Western Australian Social Enterprise Council (WASEC) is the peak body for social enterprise in Western Australia. We exist to support and champion businesses tackling social and environmental issues and making a positive difference in WA. We do this through business development, events, connections and advocacy.



Reach out to us or scan the QR code to learn more



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