

WASEC LEARNING COMMUNITY · CASE STUDY

The Social Hermit: creativity as an antidote to isolation



[The Social Hermit](#) is a Perth studio and micro social enterprise that uses art and creative connection to tackle loneliness and isolation. Based on Boorloo/Whadjuk Noongar Boodjar at 90 Beaufort Street, the studio offers space for hire, art therapy, mentoring and community workshops - built by founder [Cheryl Millard](#) from more than a decade working in community development, art therapy and youth work.

The problem

Loneliness and social isolation are widespread, and they show up quietly - in people who feel disconnected from mainstream services, who mask to get through the day, or who simply don't have a safe, judgement-free space to be creative and be themselves. Traditional therapy and traditional co-working spaces rarely address both needs at once.

The model

- **Studio hire:** affordable creative workspace (from \$5/hour) for artists, therapists and community groups running their own workshops or clubs.

- **Art therapy:** one-on-one sessions and group programs guiding people through self-discovery, healing and recovery using art-making.
- **Community programs:** recurring groups such as Creative Wellness, Self Care Sundays, the Crappy Craft Club and seasonal series like Winter Witchcraft, blending art therapy technique with informal, social 'come as you are' connection.

Inclusive by design: the space is explicitly BIPOC-friendly, gender-affirming and neurodivergent-inclusive, and welcomes people with psychosocial disability - with concession and scholarship options so cost isn't a barrier.

Why it works as a micro social enterprise

The Social Hermit blends several small, complementary revenue lines - studio hire, ticketed workshops, NDIS-aligned one-on-one and group work - rather than relying on a single funding source. Each line reinforces the others: people who come for a workshop become studio-hire clients or referrals for one-on-one support, and the studio itself becomes the advertisement for the mission.

What it means for the sector

The Social Hermit shows how a single founder's lived expertise - in this case, art therapy and community-building - can be turned into a sustainable, place-based micro enterprise that serves a specific, often under-served community, without needing large capital or a big team to start.

Case study prepared as part of WASEC's Learning Community for micro social enterprises, delivered with support from Social Enterprise Australia under the Social Enterprise Development Initiative (SEDI).