

WILD LOT DISTILLERY

THOUGHTFUL, LOW-IMPACT

Impact Report 2026

A strategic, measurable and practical report on how Wild Lot is building environmental, social, accessibility, community and governance impact as a small regional distillery.

Report purpose

This report is designed for publication on the Wild Lot website and for use in accreditation, tourism awards, grant applications, media enquiries, partnerships and internal planning.

Prepared: April 2026 | Reporting period: 2024 to 2026 | Review cycle: Annual

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1. Rebecca's Letter

When Wild Lot was still only an idea, I did not want to build another business that simply produced and sold spirits. I wanted to build a place that felt considered: a distillery that respected its rural setting, celebrated Western Australian produce, welcomed people properly and contributed something useful to the region around it.

Our mission is to be a thoughtful, low-impact distillery. At first, that language was mostly connected to environmental choices: water reuse, packaging, local sourcing, waste reduction and future renewable energy. Over time, the meaning has expanded. Thoughtful also means reducing barriers for visitors. It means creating work that can be adapted to people. It means mentoring, collaborating, telling the story of regional distilling and making decisions that leave people and place better than we found them.

This report brings that thinking into one place. It is not a glossy claim that everything is finished. It is a record of progress, evidence and priorities. Wild Lot is still young. We opened our cellar door in December 2024 and we are still building capacity, systems and infrastructure. But small businesses do not need to wait until they are large to act with intent.

The purpose of this report is simple: to show what we said we would do, what we have done, where we are still working, and what we will do next. It will be reviewed annually and used as a practical reference for tourism accreditation, accessibility improvement, sustainability planning, grants, partnerships, staff induction and award submissions.

Wild Lot is a destination worth the detour. Our job now is to make sure it is worth the detour for more people, in more ways, for longer.

Rebecca de Burgh
Founder, Distiller and Managing Director

2. About Wild Lot

Wild Lot Distillery is a family-owned, female-founded craft distillery located on a rural property in Karridale, at the southern end of the Margaret River region in Western Australia. The business officially opened its cellar door in December 2024 after years of planning, licensing and infrastructure development.

Business element	Summary
Location	764 Brockman Highway, Karridale WA
Business model	Small-batch distillery, cellar door, tourism experience, retail and hospitality venue
Licence context	Special Facility (Tourism) licence, enabling tastings, hospitality and retail of Australian craft spirits
Visitor positioning	A relaxed rural destination built around garden-to-glass experiences, local produce, storytelling and slower hospitality
Core direction	Premium spirits, visitor experiences, sustainability, accessibility, regional produce and responsible business growth

Strategic context

Wild Lot is operating in its early growth stage. The first phase established the licence, cellar door, product range, visitor experience and operating systems. The next phase is focused on capacity, resilience and long-term impact: production infrastructure, energy solutions, accessibility, destination development, orchard-based spirits and regional partnerships.

3. Our Philosophy: Thoughtful, Low-Impact

Wild Lot uses the phrase thoughtful, low-impact as a practical decision-making framework. It is not a slogan. It is the test we apply to operations, product development, visitor experience and partnerships.

Thoughtful	Low-impact
Create warm, flexible and personal hospitality	Reduce waste, water and energy use where practical
Make visitors feel welcome, comfortable and included	Use refill, reuse and circular economy approaches
Consider accessibility before people arrive	Source locally and seasonally where possible
Support staff, mentoring and return-to-work pathways	Invest in future renewable energy and heat recovery
Contribute to community and industry development	Build systems that improve over time rather than chase quick wins

Guiding question

Will this leave the place, the people or the industry better than we found it?

4. Looking Back: 2024 Baseline

Before opening, Wild Lot prepared a sustainability statement that identified environmental, social and governance goals. Those early goals were ambitious for a start-up micro-distillery, but they created the foundation for current planning.

2024 commitment	Why it mattered	2026 progress
Plastic-free and lower-impact packaging	Reduce packaging waste and environmental footprint	Compostable packaging and sugarcane labels adopted or progressing; minimal packaging approach continuing
Water and energy efficiency	Distilling is resource intensive and the site is rural	Closed-loop cooling operating; energy and heat recovery remain priorities
Bottle refill program	Reduce single-use glass and build customer participation	Refill program implemented and continuing
Local sourcing	Support local agriculture and reduce transport impact	Local and seasonal sourcing embedded where practical
Sustainability education	Use the cellar door as a platform for visitor learning	Sustainable Tourism Accreditation achieved; website and visitor storytelling growing
Research and innovation	Build a resilient rural production model	CSIRO Innovate to Grow, DPIRD engagement and orchard-to-glass research underway
Community and gender leadership	Contribute beyond the business gates	Industry, school, P&C and mentoring roles active
Transparency and reporting	Share achievements, setbacks and plans	Impact Report and Continuous Improvement Plan created

5. Progress Dashboard

Status key: Complete = achieved or embedded. In progress = active work underway. Planned = future action identified and scheduled. Ongoing = continuing commitment reviewed annually.

Area	Commitment	Status	Evidence / measure
Environment	Sustainable Tourism Accreditation	Complete	Accreditation achieved and maintained
Environment	Closed-loop cooling water	Complete	Operational system in use
Environment	Bottle refill program	Ongoing	Refill offer available to customers
Environment	Compostable / lower-impact packaging	In progress	Compostable packaging and sugarcane labels implemented where practical
Environment	Solar and battery investigation	Planned	Site energy constraints identified; feasibility to progress
Environment	Heat recovery	Planned	Future production infrastructure opportunity
Accessibility	Accessibility & Inclusion Policy	Complete	Published on website
Accessibility	Planning Your Visit information	Complete	Added to website visitor information
Accessibility	ATIC Accessibility Assessment	In progress	Assessment underway
Accessibility	Accessibility Guide	Planned	To be published following ATIC report
Accessibility	Hidden Disabilities awareness	In progress	Internal awareness and policy language included
Accessibility	Website WCAG improvements	In progress	Not claiming compliance; investigating improvements
People	Matt return-to-work pathway	In progress	Flexible duties and mentoring pathway
People	Staff accessibility induction	Planned	Internal document and emergency inclusion tips to be formalised
Community	WA Distillers Guild leadership	Ongoing	Executive involvement and industry advocacy
Community	School Board and P&C leadership	Ongoing	Community governance contribution
Innovation	CSIRO Innovate to Grow	Complete / ongoing	Research participation and future application
Innovation	Orchard-to-glass research	In progress	WA apple and brandy research direction
Governance	Continuous Improvement Plan	Complete	Reviewed bi-annually or as changes occur
Governance	Financial, BAS and excise compliance	Ongoing	ATO obligations and reporting systems maintained

6. Our Impact Framework

Wild Lot groups its impact into five practical pillars. Each pillar includes current achievements, risks, next actions and measures. This keeps the report useful, not decorative.

Pillar	Purpose	How progress is measured
Environment	Reduce operational footprint and support regenerative, circular and local production	Accreditation, waste reduction, refill uptake, water and energy actions, packaging changes
Accessibility & Inclusion	Make Wild Lot easier to understand, access and enjoy for more people	ATIC assessment, Accessibility Guide, visitor feedback, staff training, website improvements
People & Culture	Build capability, mentoring, safety and flexible opportunities	Training, return-to-work support, staff feedback, leadership development
Community & Industry	Strengthen the region, local suppliers and the Australian distilling sector	Partnerships, leadership roles, community initiatives, advocacy and collaboration
Innovation & Governance	Build a resilient, compliant and future-focused business	Research projects, risk reviews, financial compliance, policy reviews, continuous improvement

7. Environment

Wild Lot was designed as a rural micro-distillery with an expectation that resource efficiency would be central to long-term viability. The business sits at the end of the power line and production growth must be balanced with responsible energy, water and infrastructure decisions.

Focus area	What we have done	What we will do next	Measure
Water	Closed-loop cooling water system operating to reduce water loss during distillation	Track water use as production grows and investigate further reuse opportunities	Water use per production run or per litre of alcohol when records mature
Energy	Identified energy supply as a bottleneck to larger still installation	Prepare solar, battery and heat recovery feasibility options linked to production expansion	Feasibility completed; investment pathway identified
Packaging	Compostable packaging, sugarcane labels and minimal packaging approach adopted where practical	Continue supplier review and reduce unnecessary packaging components	Percentage of packaging using lower-impact materials
Refill / reuse	Bottle refill program introduced to reduce single-use glass	Promote refill participation and track uptake	Refill transactions and estimated bottles reused
Local sourcing	Local and seasonal ingredients used where practical	Improve supplier mapping and document local procurement	Number of local suppliers and key ingredients sourced regionally
Waste and circularity	Spent botanicals reused or repurposed where possible	Formalise circular economy pathways including mulch, soaps, sugars and garden reuse	Waste streams identified and reuse options documented

Environmental priority for 2026-2028

Move from good intentions and ad hoc tracking to measurable resource data: refill uptake, packaging choices, water efficiency, energy planning and waste reuse.

8. Accessibility and Inclusion

Accessibility at Wild Lot is treated as an extension of hospitality. The goal is not to claim perfection. The goal is to provide honest information, reduce barriers where practical and create an experience where more visitors feel comfortable and welcome.

Area	Current evidence	Next action	Target timeframe
Physical access	Accessible toilet, accessible parking, flexible seating, ground-level visitor areas, clear visitor information about rural surfaces	Continue documenting surfaces, gradients and access features through ATIC	2026
Sensory access	Quiet outdoor areas, low-pressure tasting format, space to move, large-print menus	Develop simple visual Planning Your Visit guide and quiet-times guidance	2026
Information access	Accessibility & Inclusion Policy, Planning Your Visit website copy, multiple contact methods	Publish ATIC Accessibility Guide and link from website	2026
Digital access	Website is not yet formally WCAG assessed; improvements being investigated	Review headings, alt text, contrast, forms, PDFs and screen reader compatibility	2026-2027
Staff awareness	Inclusive customer service, first aid, RSA, Hidden Disabilities Sunflower awareness language	Formalise staff accessibility induction and annual refresher	2026
Emergency support	Emergency and evacuation plan revised to include visitors requiring assistance	Add one-page Staff Emergency Inclusion Tips to induction folder	2026
External validation	Travel Without Limits interest, Accessible Holiday Homes contact, local radio interview on accessibility	Document outcomes and recommendations as evidence	2026

Accessibility principle

Accessibility is not only about infrastructure. It includes information before arrival, calm and respectful communication, flexibility, willingness to adapt and not making assumptions about what a person needs.

9. People and Culture

Wild Lot is a small business, but its people impact is larger than its payroll. The business direction is strongly influenced by Rebecca de Burgh’s professional experience, industry leadership, training, mentoring and community roles. These are not separate from Wild Lot; they shape its capability, reputation and strategic direction.

Contribution	How it strengthens Wild Lot
Founder experience in distilling, production, hospitality and marketing	Provides technical, operational and commercial grounding for a start-up distillery
WSET, IBD and ongoing professional development	Strengthens product quality, tasting education, judging language and customer experience
WA Distillers Guild Executive involvement	Builds industry networks, technical standards, advocacy and sector leadership
CSIRO and DPIRD engagement	Creates access to research, innovation pathways and government-facing capability
Mentoring and education involvement	Supports the next generation of industry participants and reinforces Wild Lot as a learning-led business
Karridale School Board and P&C leadership	Demonstrates local commitment, governance capability and community contribution
Matt return-to-work support	Shows inclusion in practice through flexible duties, mentoring and a pathway into a new work direction

People priority

Formalise what is currently intuitive: staff induction, accessibility awareness, role flexibility, training records and mentoring outcomes.

10. Community and Industry Leadership

Wild Lot is built on the belief that regional businesses should contribute beyond their own gate. Community and industry leadership are part of the business model because they build a stronger region, stronger tourism ecosystem and stronger distilling sector.

Impact area	Current contribution	Future focus	Measure
Local economy	Supports local suppliers, growers, makers and regional tourism	Increase documented local procurement and collaborations	Supplier list and partnership log
Tourism destination development	Promotes Karridale and the southern Margaret River region as worth the detour	Develop accessible and sustainable visitor content	Website traffic, referrals, media and visitor feedback
Industry leadership	WA Distillers Guild role and Australian craft spirits advocacy	Support technical standards, member education and conference outcomes	Committee roles and initiatives contributed
Community governance	School Board Chair, P&C Chair and community fair involvement	Continue sustainable contribution without overextending capacity	Volunteer hours and project outcomes
Education and mentoring	Practera mentoring, student projects, knowledge sharing	Build clearer mentoring and student engagement records	Number of students / mentees / projects

11. Innovation and Research

Innovation at Wild Lot is practical. It is not innovation for the sake of novelty. It is focused on solving real constraints: rural energy limitations, waste, product diversification, climate resilience and stronger regional value chains.

Project / direction	Strategic value	2026-2028 action
Renewable energy and off-grid resilience	Production growth is constrained by rural power supply; energy resilience is central to future capacity	Complete feasibility for solar, battery and production energy needs
Heat recovery	Distillation creates usable heat that may support cellar door or process efficiency	Investigate during still upgrade planning
CSIRO Innovate to Grow	Provides research structure for waste-to-energy and renewable concepts	Continue refining viable pathways and partnerships
Orchard-to-glass spirits	Creates a differentiated WA spirits story using local fruit, eating apples and heritage inspiration	Continue Nuffield-style research and discussions with Manjimup partners
Australian craft spirits retail	Special Facility licence allows Wild Lot to champion other producers and educate visitors	Develop curated retail and tasting experiences supporting Australian distillers
Educational tourism	Visitors increasingly seek meaning, learning and experiences rather than only products	Develop practical workshops and interpretation tied to sustainability and accessibility

12. Governance and Compliance

Good governance is not glamorous, but it is what allows a small business to grow safely and credibly. Wild Lot operates in a regulated environment covering liquor licensing, excise, food safety, tourism accreditation, workplace safety and financial reporting.

System	Current approach	Improvement priority
Financial systems	GST registration, BAS lodgement, cloud-based records and financial review	Continue regular review and evidence-ready reporting
Excise obligations	Licensed distillery obligations and ATO excise reporting/payment requirements met	Maintain records and ensure obligations scale with production growth
Food safety	Food Act approval, allergen awareness and cross-contamination controls	Review procedures as food offering expands
Liquor licensing	Special Facility (Tourism) licence and responsible service practices	Maintain RSA, harm minimisation and licence compliance
Risk and emergency	Emergency and evacuation plan, first aid, safety manual and incident follow-up	Add disability-inclusive emergency tips and annual drills/reviews
Continuous improvement	Continuous Improvement Plan created and reviewed bi-annually or as improvements occur	Move toward quarterly review during award/accreditation period
Policy management	Accessibility, sustainability, emergency and operational policies developed	Create annual policy review calendar

13. SMART Action Plan 2026-2028

Objective	Specific action	Measure	Owner	Target
Accessibility badge	Complete at least one ATIC/QTF Accessible Tourism badge	Badge achieved and report generated	Rebecca	Before final awards submission 2026
Accessibility Guide	Publish consumer-facing Accessibility Guide on website	Guide live and linked from Visit / Accessibility pages	Rebecca	2026
Digital accessibility	Review website against WCAG principles and improve priority issues	Alt text, headings, contrast, PDFs and forms reviewed	Rebecca / web support	2026-2027
Staff induction	Formalise accessibility and emergency inclusion induction	One-page staff guide completed and shared	Rebecca	2026
Refill growth	Increase visibility and uptake of bottle refill program	Refill transactions tracked; target baseline established	Rebecca	2027
Energy planning	Complete renewable energy feasibility linked to still upgrade	Feasibility notes, quotes or project plan completed	Rebecca / trades	2027
Circular economy	Document reuse pathways for botanicals, packaging and garden waste	Waste stream register created	Rebecca	2027
Community impact	Create partnership and volunteer contribution log	Annual log reviewed and summarised	Rebecca	2026 onwards
Visitor feedback	Collect accessibility and visitor experience testimonials	Feedback folder and quarterly review process	Rebecca / team	2026 onwards
Annual reporting	Publish annual impact update	Report updated and uploaded to website	Rebecca	Annually

14. Evidence Register

The strongest claims are supported by proof. Wild Lot will maintain evidence folders so future applications can rely on records rather than memory.

Claim area	Evidence to keep	Current strength	Gap to close
Sustainability	Accreditation certificate, packaging invoices, refill records, water/energy notes, supplier list	Strong foundation	Improve metrics
Accessibility	Policy, website screenshots, ATIC report, photos of facilities, Travel Without Limits emails/articles, Accessible Holiday Homes notes	Strong and growing	Complete badge and collect testimonials
Visitor experience	Reviews, emails, booking enquiries, photos, event feedback	Moderate	Create consistent feedback capture
Community	Committee roles, meeting evidence, media, partnership emails, volunteer hours	Strong but scattered	Centralise records
Innovation	CSIRO, DPIRD, grant applications, research notes, feasibility quotes	Strong direction	Convert research into project milestones
Governance	BAS/excise evidence, policy review dates, staff training, food safety documents, emergency plan	Good	Create annual compliance calendar

15. Lessons Learned

Sustainability is broader than waste.

Early planning focused heavily on packaging, water and energy. Those remain important, but the broader impact of Wild Lot now includes accessibility, employment, local producers, education and community leadership.

Accessibility begins with hospitality.

Infrastructure matters, but so do clear information, patience, flexibility, quiet spaces and the willingness to ask rather than assume what someone needs.

Small businesses need systems early.

Good intent is not enough. Continuous improvement, evidence folders, policy reviews and simple dashboards make it easier to prove progress.

Partnerships accelerate impact.

CSIRO, DPIRD, MRBTA, Travel Without Limits, Accessible Holiday Homes and industry networks all create learning and credibility that Wild Lot could not build alone.

Doable beats perfect.

The business is still young. The priority is to take practical, honest steps that match current capability while planning for larger infrastructure over time.

16. Looking Ahead

The next phase of Wild Lot is about moving from establishment to resilience. The cellar door is open, the first products are in market and the foundations are in place. The next step is disciplined growth: better production infrastructure, stronger energy systems, clearer visitor information, deeper accessibility practice, stronger evidence and a more measurable impact model.

2027-2028 focus

Complete accessibility accreditation, publish the Accessibility Guide, strengthen website accessibility, grow refill and circular economy practices, progress renewable energy planning, continue orchard-to-glass research, document community impact and update this report annually.

Wild Lot will continue to use one question as its practical test: Will this leave the place better than we found it?