

SECTION 46 SUBMISSION

For Wild Lot Distillery, applying for a special facilities licence seems most suitable given your proposed manner of trade, which encompasses a broader range of activities than the other licenses typically permit.

TYPE OF LICENCE	REASON
Casino	There is no casino at my premise
Club	The premise will be open for trade to the public
Club Restricted	The premise will be open for trade to the public
Hotel	Requires the provision of accommodation
Hotel Restricted	Limited to on-premises consumption with a mandatory accommodation service
Liquor Store	The proposed manner of trade includes tastings and consumption
Nightclub	The premise does not align with offering entertainment and late-night dance environments
Tavern	While a tavern license allows for on and off-premises consumption without the need for accommodation and includes the allowance for production, retail sales (including online), and wholesale operations, it does not fully support the distinctive scope of Wild Lot Distillery's operations. The necessary flexibility to fully integrate and enhance our comprehensive educational programs and tailor-made tourist experiences. These elements are integral to our business model and aim to significantly enhance the regional tourism appeal by offering in-depth, educational insights into the craft spirit production process, which goes beyond the standard offerings covered by a tavern license.
Tavern Restricted	Focuses solely on on-premises consumption without packaged liquor sales, which restricts our ability to operate a retail liquor store, offer online sales, and engage in wholesaling activities.
Producer	Focuses on the sale of self-produced products, limiting our ability to retail and serve a diverse range of artisanal liquor products from other producers
Restaurant	Proposed manner of trade consumption without food
Small Bar	Focuses exclusively on on-premises consumption, eliminating the possibility of off-premise consumption
Wholesaler	Lacking the provision for direct consumer engagement



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1. **Visitor Experience:** Wild Lot Distillery will offer a comprehensive visitor experience that includes guided tours of the production facility, tastings of artisanal spirits, and unique workshops. These activities are designed to educate tourists about the craft of distillation and the sustainability practices that are core to our operations.
2. **Integration with Regional Tourism:** The distillery's location and offerings are aligned with regional tourism goals to promote sustainable and educational tourism, making it a must-visit destination for both domestic and international tourists visiting the Margaret River area. Positioned nearly as the last tourism destination in our direction, Wild Lot Distillery acts as a gateway to other southern rural and scenic areas such as Nannup, Manjimup, and the broader Great Southern region. This location places the distillery on a critical path for tourists exploring these areas, making it a convenient and compelling stop.
3. **Supporting Local Economy:** By attracting tourists, the distillery will support local businesses including accommodation providers, restaurants, and other service industries, contributing significantly to the local economy.
4. **Promotion of Local Products:** Beyond our spirits, Wild Lot Distillery will showcase a range of products from other local artisans and producers, promoting the rich culinary and craft heritage of Western Australia.

Alignment with State's Tourism Goals:

- **Tourist Definition Compliance:** We cater specifically to tourists as defined by the SFL criteria: individuals who travel more than 40 kilometres from their residence to visit the region, aiming to stay less than 12 months and seeking experiences beyond regular work or educational journeys.
- **Cultural and Educational Engagement:** Our distillery is not just a site of liquor production but a venue for cultural engagement, offering insights into the art of spirit-making intertwined with stories of local heritage and sustainability.

By granting a Special Facility Licence, the licensing authority will enable Wild Lot Distillery to fulfil these tourism and educational objectives, thereby contributing robustly to the State's goals of enhancing its tourist industry and providing educational value to visitors. This approach not only meets but also actively promotes the strategic tourism interests of the region and the State, aligning with the broader objectives of the Liquor Control Act 1988.