128-130 Swan Street Morpeth

Support for DA – 25 November 2025

Social Impact Statement

This project is fundamentally committed to active collaboration and open communication with the community, including our neighbours, the Council, and local stakeholders. Our ultimate aim is to ensure the building serves as a lasting, living, tribute that honours its history and original purpose.

At Eureka Distilling we believe that great spirits are made not just with the finest ingredients, but with a deep commitment to our community and the world around us. Our tasting room is more than a place to sample our craft; it's a hub for positive social and environmental change.

1. Community & Local Economy

We are dedicated to enriching Morpeth

- Local Sourcing: As far as we can, we will look to prioritise partnerships with local and regional suppliers, for our ingredients, merchandise, and tasting room provisions. This commitment helps strengthen the local agricultural economy and reduces our carbon footprint.
- Local Employment: We are committed to creating a safe, inclusive, and equitable workplace for our team, offering opportunities for training and long-term career growth.
- Bringing more tourists to Morpeth – We believe that the Tasting Room, although small, will generate a new experience for tourist already visiting Morpeth and will attract a few more tourists to the town, generating more income for all the local businesses.
- Give Back Program: Once we start making a profit, We will donate 2% of tasting room profits, to a local charity on a rotating basis.

2. Environmental Stewardship

We recognize our responsibility to protect the natural resources that are essential to our craft.

- Waste Reduction: We are committed to minimizing our waste. and we will use a comprehensive recycling and composting program in our tasting room.
- Water & Energy Conservation: We continually invest in infrastructure to reduce water consumption and utilize [e.g., energy-efficient lighting, or a specific process] to lower our energy use.

- Sustainable Practices: We use reusable glasses, compostable napkins/straws in our tasting room and aim for a paperless ordering system to minimize single-use waste.

3. Responsible Consumption & Safety

We are passionate about educating our guests to enjoy our products safely and responsibly.

- Education: Our staff are RSA rained to encourage responsible serving practices and offer non-alcoholic alternatives and water readily to all guests.