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May 25 ·

A letter to the editor from the owners of the proposed new cafe on the foreshore:

I have been trying to avoid getting into a public debate over our proposed little cafe on the foreshore but with the prevalence of misinformation that seems to be going round I feel that I have no choice but to put our side across.

We went to the council a little over twelve months ago with a proposal for a small container based surf styled cafe on the foreshore. Knowing that the council and the public did not want another large venue dominating our wonderful foreshore our proposal was such that it could be removed at the end of its lease should that be deemed appropriate. Also by being small we were able to position the footprint in such a way as to not block the view of the sea from foreshore drive or Forrest Street. This was very important to us as we wanted to be a part of the Foreshore not to dominate it. We feel what we will offer is the perfect compliment to the BBQ areas and public open space and not a threat to it. Imagine having a BBQ and being able to grab an ice-cream or a coffee to finish it off?

One of the main issues that seems to be going around at the moment is the amount of rent being proposed and how it compares to the rents in Marine Terrace. This is very unfair, what we are renting is a piece of bare land. Unlike a shop which comes with walls, a roof, power connection, water connection, sewerage connection and quite often air-conditioning, we are in effect renting a car parking space. In fact the area proposed at 8mx3m is only slightly larger than a car bay. And this area includes an enclosed bin storage area so no visitor to our wonderful foreshore has to see wheely bins. Most shops simply put their bins out the back and don't have this included in their rentable space. Also the figure being mentioned in the press was arrived at by the council after having the land independently valued for rent in its current state, it was not our suggestion.

What has also been missed in the debate is the very high cost of these basic connections. The reason the council has proposed renting the space to us as unimproved land is the fact that the costs of getting the connections to the site and the pad laid will be in excess of \$60,000, again costs that no-one renting an existing shop has to deal with. This isn't the cost of fitout which is normal for anyone renting a shop, this is the stuff under the ground that is in every building before a tenant moves in. That is the reason for my request for quite a long lease period. Although not long in comparison to a permanent brick built building it will allow this connection cost to be recouped and should the council decide at the end of the lease to revert the land to open space we would have to meet the expenses to ensure this happens and the land is like it is today once again. Not something that can be done with a traditional brick build as it could not be picked up and taken away as our concept can be.

The argument as to why don't we rent an existing shop is also quite unfair. We have our cafe in Marine Terrace, this cafe gives people our street side option in the CBD. A place to drive by drop in and grab a coffee or a jaffle and enjoy being in the heart of the city. What we want to offer on the foreshore is a completely different concept, albeit one that still sells great coffee and jaffles.

We want to create a beach shack where you can hang after a swim, while walking the dog or simply hang watching the kids enjoying the beach. We also want to bring good old fashioned garden games to the foreshore. We are going to offer giant jenga, quoits, totem tennis and maybe even croquet, free of charge with a small deposit so people are encouraged to stay and enjoy our beautiful foreshore. Just like our chess sets in our Marine Terrace site a great cafe brings people together and encourages them to view our CBD as a destination, not simply a place to grab some groceries and head home. Tourists also love it when they can interact with locals and feel like they are experiencing our bit of heaven. This can only happen in little places with their own personality and their own community of customers.

The last point I want to raise is in regards the assertion that we have been given favourable treatment and this should have gone to public tender. We came to the city with this idea, they did not come to us. We put a proposal to them that allowed a quiet end of the foreshore to be activated at no cost to the city and with a very small visual impact. We even proposed our cafe to be installed in such a way that should the Marina Stage two development

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or the PTA land development take off and more open space be needed to cater for additional inner city residents then we could simply get a crane in and take it away, return the lawn and it would be back the way it is. No-one had come to the city with an idea anything like this so it was not an option for them to ask if anyone else wanted to do our idea, but to simply consider our idea on its merits which they did.

If we want Geraldton to reach its potential we need to embrace small boutique businesses that make us stand out from the crowd, particularly in regards tourism, this has to be our future with the downturn in the mining likely to last some time to come.

When Karen and I arrived in Geraldton nearly five years ago we fell in love with its CBD, the old buildings the beautiful foreshore and such friendly people. We opened our little gift shop soon after as we saw a gap in the market for products we had seen during our travels and the way it has been embraced so warmly by the residents has been very humbling.

Fleur and the Jaffle Shack then came about with the departure of the previous tenants and our belief that good food and great coffee was the ultimate way to bring people together and to the West End. An area which only two years ago was a very quiet part of the Terrace, in fact a part of the Terrace that many people in Geraldton had not visited in years.

Our firmly held belief is that the key to any business is being about more than just the business. The Jaffle Shack is all about community, from the very start we recycled all our plastic milk bottles, all our cardboard and built as much of our Shack as possible with reclaimed furniture and timber. We source all our food stuffs locally from Aussie Pastries bread to our Geraldton Fruit and Veg produce, we employ people who have never worked in hospitality before, doing training in house and sending as many of our kids as possible off for training to improve their skills. Between Fleur and the Shack we employ 30 amazing people who every day make us proud to be associated with them. In fact our team are so connected to our ethos that all their tips have been given to a charity of their collective choice since we opened.

It brings a tear to our eyes to see the West End buzzing every weekend now and to see visitors and locals alike just hanging out. It feels like a little bit of Freo right here in Geraldton.

That's what we want to bring to the foreshore and hope that people who maybe now know the reality of our proposal will realise that a little Surf Shack on the Foreshore would be a great addition, not just for them as individuals but for the town and CBD as a whole.

Kind Regards
Christian & Karen Watters

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this.

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Ryan Robinson I believe you have the majority of Geraldton's support, Christian & Karen. Don't let the 1% get you down. What you propose will be fantastic for Geraldton.

45 · May 25 at 3:59am · Edited



Mia Jane Sounds like a great idea to me & appreciate you have given us the second side of the story. All the best

14 · May 25 at 3:56am



Jules Campbell I will certainly be visiting u if it goes ahead on our next holiday to Geraldton good luck with ur venture

3 · May 25 at 3:56am



Suzanne Woodley although I don't live in Geraldton my family does and i get up from time time, this all sounds very good to me

1 · May 25 at 3:57am

[1 Reply](#)



Ali Mitchell Sounds like a great idea!!

1 · May 25 at 3:59am



Lee Baston What a fantastic concept - whilst no longer a Geraldton local, I believe the City needs more of what you're proposing. Bring your concept to the South Perth Foreshore - I'm sure it will be embraced with open arms Keep at it and all the best.

3 · May 25 at 4:00am



Pippa J Kidman Fish n chips would be great!

6 · May 25 at 4:00am

























Barry Walding I rest my case. Very well put. You'll be ok.

























2 · May 25 at 4:01am



Rebecca Knudson Donna

- 1 · May 25 at 4:01am
-  **Beryl Harmer** Good luck with your new venture I hope all goes well and everybody can enjoy your ill shack
2 · May 25 at 4:01am
-  **Helen Taylor** Good luck to u both. I personally think it's a great idea!
1 · May 25 at 4:01am
-  **James Stringer** Geraldton needs to go forward. Never will if people are negative. . good luck great idea!
4 · May 25 at 4:06am · Edited
-  **Elizabeth Jones Prunster** awesome, i for one believe that what you are hoping to achieve will benifiet lots, hope all works out well
1 · May 25 at 4:04am
-  **Hayley Graham** Great idea and good work trying something different!
2 · May 25 at 4:05am
-  **Mark Vegners** Very well done, I do hope this goes ahead for you guys.
1 · May 25 at 4:05am
-  **Rae Johnson** My family and I support what you are doing and are appreciative of what you have already done for our town. Thank you Christian and Karen.
5 · May 25 at 4:05am
-  **Simone Mccamish** Sounds like a great idea now I've read your informative letter. It can be a pain to go to Dome as it's always so busy and not much to carry off without a long wait.
1 · May 25 at 4:06am
-  **Dusty Lock** You have so many people here to support your fantastic proposal I think it's going to be amazing!
Just because those who are negative talk the loudest doesn't mean they are right in what they are saying. I hope they haven't disheartened you! You guys have done so much for Geraldton
8 · May 25 at 4:07am
-  **Danyela Payne** Totally support! Keep going xx
2 · May 25 at 4:08am
-  **Jane Quarrington** Good on you for having the vision to do this and for bringing such great atmosphere to Geraldton.
2 · May 25 at 4:08am
-  **Shelley Fellows** Perhaps the issue is more with the Council? I've worked in Crown land management in two different states, and can tell you from a state perspective, it is NOT procedure to enter into private treaty agreements for such a use. Regardless of whether the City approached the applicant, or vice versa, such leases are put out to public tender and are a completely transparent process. The City should be doing the same.
6 · May 25 at 4:09am
-  **Joy Gay** Well done and well said guys. I welcome your innovative ideas, Gero is fortunate to have You here!
1 · May 25 at 4:09am
-  **Krystine Quince** Well done and well said. Wen i was growing up we always had surf shacks for quick treats n they were the best. Go for it and best of luck
3 · May 25 at 4:10am
-  **Joanne Brown** Looking forward to your opening
1 · May 25 at 4:10am
-  **Demelza Mitchell-Rook** Good on you guys I loved your idea from the beginning and it will add more things to do and enjoy in Geraldton and create more jobs!
4 · May 25 at 4:11am
-  **James Threlfall** [Jess Desmond](#)
1 · May 25 at 4:11am
-  **Susan Gliddon McColl** Well said Christian and Karen!!
1 · May 25 at 4:11am
-  **Joanne Brown** [Tracey Julie](#)
May 25 at 4:12am
-  **Kerri Blades** My husband and I are new to Geraldton and Fleur is my favourite place to go, it has an arty alternative vibe and friendly service, i wish you every luck and success with your new venture!
3 · May 25 at 4:12am
-  **Peter Bisby** Great idea, what you have both already done in geraldton gives me confidence that this will be done well!!!
4 · May 25 at 4:13am
-  **Luci Bailey** Great Letter..... Good Luck..
2 · May 25 at 4:13am
-  **Sharon Irvine** Great idea
1 · May 25 at 4:13am
-  **Brendon Jones** Its refreshing to see someone who wants to be progressive...shame about the short sightedness of a very tiny voice in town. Keep up the great work guys. Fellow small owner
7 · May 25 at 4:13am
- 

-  **Shaun Monk** Mate, you have shown initiative and a positive outlook with trying to do something positive in this town and idiots, and corrupt officials... sometimes one and the same, are just trying to prevent that... its a shame... Good on you for "having a go" and i hope you get through this towns bullshit and make it
May 25 at 4:14am
-  **Sarah Parry** Sounds awesome I hope you manage to get it
2 · May 25 at 4:14am
-  **Michelle Williamson** Sounds like a fantastic idea wish you the best of luck in your new adventure
2 · May 25 at 4:15am
-  **Amy Power** What a wonderful idea, and what a shame you had to explain yourself. You have both done so much for Geraldton, and amazing that you have completely enhanced the city in only 5 years! Wishing you all the best and keep doing what you are doing!!! X
7 · May 25 at 4:17am
-  **Jill Foale** Good luck, hope the council lets innovation and small business flourish instead of crushing it
1 · May 25 at 4:18am
-  **Johnson Laver** Let us capture your opening day on film, Systematic Visual Studios
1 · May 25 at 4:18am
-  **Kay Chic** Great letter. But what about Big W and K Mart? Sorry had to say it.
7 · May 25 at 4:18am
-  **Christina Mallett** I love your concept, all the best for your new endeavours, and keeping it local, hope you buy your chicken from us, [Lenard's Geraldton](#)
3 · May 25 at 4:18am
-  **Gail Foreman** It sounds great. Hope it goes ahead.
2 · May 25 at 4:19am
-  **Terri Marchesi** I think what your proposing is great and not asking to much. Geraldton has nothing on the foreshore for teenagers to do so would be great for such an attraction for that age ground. Everyone loves a swim and an ice cream or bag of chips for a treat. I ... [See More](#)
8 · May 25 at 4:19am
-  **Kristy Geyson** Really hope your dreams come true. Thank you for your other ventures and I can't wait to see this come to fruition. Good luck to you both.
4 · May 25 at 4:20am
-  **Heyleigh Randall** I really like this idea! i remember when i was a kid and we used to walk into the Sail Inn and buy fish and chips with our families and hang out, this can still happen but this sounds like a great idea for when i want to now take my own children to the foreshore and have that Cafe on the beach feel, and as a parent i can enjoy myself too!
2 · May 25 at 4:20am
-  **Emma Elliott** Love this
EMBRACE EMBRACE EMBRACE
4 · May 25 at 4:20am
-  **Pip Rumble** Well said, it's sad there has been such negativity. You have explained yourself eloquently and concisely. Hope we see this wonderful venture happen soon.
4 · May 25 at 4:21am
-  **Warina Wesley** at first i was against the idea - not knowing the details. when i heard it was the 'people' who owned fleur & cavana - i was intrigued. these people have brought their positive outlook to all those in the west end & look what has been created. we real... [See More](#)
5 · May 25 at 4:22am
-  **Jacqueline Correy** Geraldton is not doing well, economically. I cannot understand the negativity surrounding people with innovative business ideas - as a community we need to support many new ventures to help bring our town back to life. So what if that means another coffee shop? Private enterprise is the key to moving this town forward. Good luck to you!
17 · May 25 at 4:22am
-  **Widgie Brett** good on you hope it works for you.
2 · May 25 at 4:22am
-  **Sue Walker** Great idea, lots of support here! Hope your dream comes true!!
2 · May 25 at 4:23am
-  **Tanya Camerelli** Thanks for your vision. Glad you're here.
2 · May 25 at 4:23am
-  **Peter Hug** Could not have been said better, if the other business's are scared then obviously they are not doing what they should, old saying competition never hurts anyone.
Go for it and hopefully it will fall the right way.
1 · May 25 at 4:24am
-  **Kerrie N Tony Carr** Love the idea. Geraldton is so out of touch with embracing new ideas to attract TOURISTS!!
5 · May 25 at 4:24am
-  **Kellie Knowles** Good luck guys

-  1 · May 25 at 4:25am
-  **Susan Smith** I just can't wait to see it up and running! I was for it from the start but after hearing these plans...its going to be awesome
May 25 at 4:26am
-  **Dawn Scott** Sounds great we have breakfast and lunch at Fleures quite often it is a great cafe
1 · May 25 at 4:28am
-  **Brendan Rook** Looking forward to a breath of fresh air, new things for the city are great. Geraldton must move forward or become a stagnant city.
3 · May 25 at 4:29am
-  **Shelley Grice** Good luck, hope it takes off
1 · May 25 at 4:30am
-  **Tracy Bell** I thank you for giving life to the West End again and for being so passionate about this City.....it is obvious you both care about Geraldton, the environment and the people. Fingers crossed this new venture goes ahead without too much grief
2 · May 25 at 4:31am
-  **Michelle Short** Brilliant idea, good to see some innovation in our town...bring it on!
3 · May 25 at 4:31am
-  **Joanne Wilson** Can't see *Y NOT. ISNT THERE A POPUP NEAR THE SAILINNE!! ___***!!!!!!!
1 · May 25 at 4:32am
-  **Lee Stenhouse** We were at the foreshore near the Rubix cubes toilets on Saturday afternoon. A short stroll to Dome or Skeetas for a coffee was easy (or even further down to two foreshore near the playgrounds). My kids love skating around the swirly path that weaves a... [See More](#)
May 25 at 4:37am · Edited
-  **Joanne Bradley** Good luck. Fantastic idea.
1 · May 25 at 4:35am
-  **Adam Brune** As a kid I used to ride my bike up to the counter of sail in (it was little more than a container back then) I miss the little things you used to be able to do in this town. Your onto a winner. Most of our smaller deli's have closed. I personally think all small business should be encouraged as it supports our local economy .
4 · May 25 at 4:36am
-  **Anne Waghorn** When is Geraldton going to be anti anything new so it can progress out of the dark ages
2 · May 25 at 4:36am
-  **Karmal Milsom** Wow im a visitor of geraldton and love the town and my family in it an ive been to the shack and i hope u have a win with this one. Bloody councils
2 · May 25 at 4:36am
[2 Replies](#)
-  **Barbara Damp** Can't wait!!!!
2 · May 25 at 4:37am
-  **Anthony Hislop** Very best of luck guys
1 · May 25 at 4:37am
-  **Ryan Kneale** [Colin Dymond](#)
May 25 at 4:38am
-  **Shannon Lumsden** Fantastic and I'll certainly support you in yr new venture. Sounds excellent!!
2 · May 25 at 4:39am
-  **Hari Kumar K S** Answer the negativity with your food and your service... A whinge letter does not appeal to many... Good luck
1 · May 25 at 4:39am
-  **Soozn Righton** Brilliant guys love your work....best of luck...I am right behind you
1 · May 25 at 4:40am
-  **Mark Adams** Great idea - best of luck.
1 · May 25 at 4:40am
-  **Crystal Todd** Sounds great I hope you are up and running when I come back down to visit my family.
1 · May 25 at 4:40am
-  **Tony Haynes** Love your idea. Hope it gets through as we need more businesses like yourself to bring life back into the city
2 · May 25 at 4:40am
-  **Gaynor Kitcher** Love the elegance and flair of your existing endeavours and I'm sure this one will do Gero proud too. Bring it on!
2 · May 25 at 4:40am
-  **Matt Woods** Sounds like the people have spoken... Good luck !!
3 · May 25 at 4:40am
-  **Tenille Hipper** You guys have brought so much to Geraldton and deserve to bring even more of your uniqueness to the city. The only thriving business

That I would recommend anyone to visit. GOODLUCK GUYS!! You got this!

4 · May 25 at 4:41am



Joyce Hamersley Great idea hope that it will cater for people who look for a coffee after 4.00pm very hard to find coffee other than Dome good luck with it.

3 · May 25 at 4:43am

3 Replies



Teena Mary Love your amazing ideas & amazing vision....support you all the way, the Jaffle Shack is very chic and unique....& a little Surf Shack sounds You are obviously very passionate, good luck with your new venture!!

3 · May 25 at 4:44am



Helen Smith Sounds great go for it!

1 · May 25 at 4:44am



Nick Gaskin Sarah Wilson I think Pierre & Remy like the sound of this on the foreshore

May 25 at 4:44am



Gwenda Bailey Thank you for informing all of us, we love what you have done for this town and wish u all the luck in the world..brilliant idea.

4 · May 25 at 4:45am



Jenny Darling Fantastic idea. Can't wait to go for a walk with the kids and buy a milkshake xxx

1 · May 25 at 4:46am



Claudia Fidock You don't need to justify yourself guys. Its obvious we need more independent little food outlet that specialize s into theie own thing.Good luck

2 · May 25 at 4:47am



Damian Giles That sounds simply awesome!

1 · May 25 at 4:50am



Fiona Smallwood Great idea. Geraldton is VERY lucky to have your shops. The more the better. You guys do it so very well.

5 · May 25 at 4:52am



Irene Byrnes Will look forward yo the day you open all the best good luck

1 · May 25 at 4:53am



Joanne Zappara Good luck can't wait

1 · May 25 at 4:54am



Warren Tomlinson Half the people grizzling probably don't even use that area the other half need to get out more. One of the best coffees I've had come from the jaffle shack Geraldton really needs to go forward there's way to much backward thinking in Gero. It's like don't do this don't do that have a go its good for everyone and a few more jobs won't hurt

2 · May 25 at 4:56am



Sharna Cook So very well said. Articulate, factual, well worded and relevant. I sincerely hope the naysayers quit whinging and you get the go ahead.

8 · May 25 at 5:00am



Kate McLeod So many positive comments. Thanks for clearing up the misconceptions. Good luck.

3 · May 25 at 5:00am



Jenny Crocker Sounds like a great plan! To have some choice in this city is a good thing

2 · May 25 at 5:00am



John Mandosio Most ppl are upset because business operators and entrepreneurs are not buying, developing or renting property facing the new foreshore to cater for the tourist and leisure clientele.

2 · May 25 at 5:01am



Denise Bell You'll always have my support.. Always. The vibrancy that the West End has now is truly amazing; the interactive connections The Jaffle Shack and Fleur have played an integral part in that. Cavana also plays an important part. Good on you Karen and Christian for having great vision, great foresight and playing a huge part in revitalisation the West End.

9 · May 25 at 5:05am · Edited



Lee Ackland Kyle, Shaun, worth a read

1 · May 25 at 5:02am



Mel Wishart I hope they approve it. Great idea guys

1 · May 25 at 5:02am



VeronicaGarry Wood I support you and any other new business in town....people need to look to the future of this town and create jobs

4 · May 25 at 5:03am



Allira Rebecca Gething Well said and well done!!!

2 · May 25 at 5:04am



Mark Duperouzel Great to see change - go for it

May 25 at 5:08am



Petrina Harris Loving the positive vibe you guys put out. The Negative Nellies will always be out there to pull down innovative ideas. They're just the squeaky wheel and not worth listening to. Go ahead, I'll be one of your first customers.

1 · May 25 at 5:08am






































Cheryl Payling Someone else's idea, approx 18/2 years ago..!!!!

-  **Everything Geraldton** 18 years ago the foreshore wasn't even built.
3 · May 25 at 5:13am
[View more replies](#)
-  **Cheryl Payling** It should be put up for tender
May 25 at 5:10am
[2 Replies](#)
-  **Trina Vasic** Open space, free BBQs and seating is nice too. Please do not take this as a negative comment.
3 · May 25 at 5:12am
-  **Rachael Parker** Forget the haters. All the best on what sounds like a good, original venture. People just envious they didn't come up with a good idea like this one
3 · May 25 at 5:13am
[3 Replies](#)
-  **Joy Plug** Go for it I say. Sounds great.
May 25 at 5:13am
-  **Cheryl Payling** Let 1 do it for 6 months then someone else. Or put up a few
1 · May 25 at 5:17am · Edited
[2 Replies](#)
-  **Carms Gould** Geraldton needs more people like you guys... With great vision and actually doing something about it. Don't let negative people bring you down
8 · May 25 at 5:17am
-  **Cheryl Forsyth** Great idea. Good luck.
1 · May 25 at 5:18am
-  **Cheryl Payling** So sad to think that people are being 'negative' . Do it for more than 1 and people will be fine with it...
May 25 at 5:19am
[4 Replies](#)
-  **James Marshall** Best of luck with everything guys!
You'll have a lot of local support for sure
1 · May 25 at 5:19am
-  **Amanda Miragliotta** Onwards and upwards for our beautiful town!
I cant see anything but positive to come from this
7 · May 25 at 5:22am
-  **Rona Noni Sugar Bell** You guys are amazing and have put so much positivity into the West End, it feels like coming home whenever I am at the Shack or bouncing next door to Fleur. From the every day treats to the little parties "Christmas on The West End" or the "Comedy Fest... [See More](#)
10 · May 25 at 5:22am
-  **José Hopkinson** Fantastic concept Christian. I admire your forward thinking. This can only be an asset for Geraldton.
3 · May 25 at 5:28am
-  **Anka Kovacich** When the council first proposed putting the Dome where they did, we had just been overseas (Croatia) and seen all the little kiosks and cafes near the waterfront I imagined that we were going to get what you are actually doing now instead we got THAT M... [See More](#)
3 · May 25 at 5:30am
[2 Replies](#)
-  **Denise Bell** 478 likes and rising that speaks volumes
8 · May 25 at 5:30am
-  **Craig Wise** Bring it, on turn the town around!
2 · May 25 at 5:34am
-  **Natasha Pirrottina** Wonderful idea by two very innovative people. You have done so much for the West End and have many followers. You have my support!
6 · May 25 at 5:40am
-  **Bronwyn Joy Connor** Sounds great. Good luck guys...
2 · May 25 at 5:41am
-  **Kieran Chappell** Good Luck
May 25 at 5:42am
-  **Rohan Norris** Finally the truths about this amazing idea. I've been reading so much negativity about your great plans and have been feeling disappointed to be apart of a community where some people just jump to their own quick conclusions on rumors and gossip. I'm a... [See More](#)
17 · May 25 at 5:45am
-  **Di Keogh** Sounds awesome!
1 · May 25 at 5:46am
-  **José Hopkinson** Cheryl, a row of shacks!!!! How boring
3 · May 25 at 5:48am
- 

-  **Carey West** Fabulous idea, keep your heads high and remained focussed, you're doing a great job
3 · May 25 at 5:50am
-  **Denise Bell** 542 and counting
2 · May 25 at 5:51am
-  **Jojo Marling** Wow, Great, go for it set the future, I for one can't wait
1 · May 25 at 5:55am
-  **Sharon Bryce** It works well in Broome why not In Geraldton ? Best wishes Christian and Karen
1 · May 25 at 6:02am
-  **Vicki Brand** yep. bring it on. sounds great.
1 · May 25 at 6:05am
-  **Barrie Foulser** Great idea
May 25 at 6:07am
-  **EliseandShane Ronan** Is there some way that the surf club can do fundraising with this new cafe? Will the council be relocating the yarning circle which is where this cafe will be going and will this also offer other food options that are affordable to the families that ut... [See More](#)
1 · May 25 at 6:13am
-  **Megan Cockerill** Sounds amazing! Thank you for shedding light on your proposal. I can't wait to visit the Surf Shack with my kids every school holidays when we are down from Useless Loop enjoying the foreshore. Good luck, what a positive for Gero!
1 · May 25 at 6:17am
-  **Rocky Horton** you will find it will be the same few that tried to stop dome .but look how fantastic that is going and it also bought all the people to our foreshore fantastic idea
4 · May 25 at 6:17am
-  **Nicolle George-Pomeroy** This is exciting for the foreshore and great for Geraldton, what a cool concept I can't wait to see it open!!
May 25 at 6:21am
-  **Kerry Fertch** The idea sounds good come on people give it ago at least it's not another bottle shop like the one proposed near iga rangeway why on earth does hero need another bottle shop that dose not bring tourism to our city just more problems for our community
1 · May 25 at 6:22am
-  **Lois Barnndon** Love what you've done at Jaffle Shack, Fleur and Cavanaugh. I think you deserve - WE deserve - another one of your innovative venues. Good luck.
May 25 at 6:30am
-  **Wendy N Pete Norris** I would buy a hot chocolate from you
1 · May 25 at 6:32am
-  **Kristy Annah** Haters gonna hate, its a great idea and have seen many ideas such as pop-up shops around Australia and the world. Geraldton needs more concept ideas to bring people together and showcase its attributes. Well Done!! All for it
1 · May 25 at 6:34am
-  **Darren West** Good luck with the venture. To those who oppose progress, don't support this business. WA Labor created the magnificent foreshore space, let's use it!
2 · May 25 at 6:43am
-  **Matthew Cable** Love the idea and hope you get it, but I can't see Dome and Skeeters allowing it.
May 25 at 6:47am
-  **Anne Condon** Exactly what Geraldton needs. Good luck
May 25 at 6:47am
-  **Samantha Jane** Love your work!!! Love your future concept. You have my support
1 · May 25 at 6:49am
-  **Marina Ricupero** So grateful for what you have both contributed to Geraldton. The quality of what you do is always outstanding and I wish you good luck for your new venture. I have sent my letter of support to the City of Greater Geraldton and I recommend others do the same. Love your work Karen and Christian
May 25 at 6:50am
-  **Justin Byrnes** Well done guy's. For all you negative nancys out there do some research into how the dome came into existence and what Their paying per annum
1 · May 25 at 6:51am
-  **Russell Goose Temple** Go for it, the down pullers have only got a bee in there bonnet because they didn't think of it first
4 · May 25 at 6:59am
-  **Denise Bell** 705 and rising
May 25 at 7:04am
-  **Wendy Starling** Good on you both. Having your own business isn't easy, let alone trying to initiate change into a country town where change is so often opposed. Wishing you the best of luck.
1 · May 25 at 7:15am

-  **Pia Richardson** I was always for your idea though I had a few reservations which this letter has cleared up. It is so nice to see the whole area as something other than a dirty old railway line and plenty of people never wanted that to change either.
May 25 at 7:22am
-  **Sandy Harrison** Go for it kids, this council sucks
1 · May 25 at 7:32am
-  **Colleen Maguire** Good luck , you can do it ☐
May 25 at 7:36am
-  **Donna Hosking** Here here!!! Bravo you guys - it's a fab idea and Gero would be all the greater for it. You guys are the ultimate movers and shakers!!
1 · May 25 at 7:39am
-  **Jo Plummer** Gero - needs people like you . Full support . Keep it up .
2 · May 25 at 7:44am
-  **Sharon Williamson** I love Fluor. It offers food I can actually Eat! Love this concept too. Counciland the town be mad not to allow and encourage it.
May 25 at 7:48am
-  **Emma Johnstone** [Christian Watters](#) and [Karen Sanders](#) it amazes me the energy you have, congrats to that. Geraldton's local economy is only to win, win with this splendid new venture of yours. Ignore the people whinging and being negitative , they are always there, sadl... [See More](#)
2 · May 25 at 8:02am
-  **Daniel Luckhurst** I come 'back home' to Gero a couple of times a year and you guy's are a part of the reconditioning that has put some colour back in to good of Gero. Thankyou for your vision and endeavour to keep it going and your staff.
4 · May 25 at 8:24am
-  **Julian Canny** yes
May 25 at 8:26am
-  **Kim Dillon** Good luck great to see two people with great business skills employing so many staff get ahead nice to see you reinvesting your hard earned money back into the town
2 · May 25 at 8:36am
-  **Paula Fletcher** Good on you guys! X
May 25 at 8:50am
-  **Cherrie Stewart** I think this a good idea a place where KIDS can enjoy too..outside..
May 25 at 9:27am
-  **Veronica Heitman** What a wonderful idea and concept, if council won't approve get the people of Gero to back you. Start up a petition showing the council how the people are wanting this, even go to the media and the paper. I really feel you will have the backing of the majority! Good luck and i am sharing this
1 · May 25 at 9:51am
-  **Janine Treffone** Go with it gero..
May 25 at 12:37pm
-  **Meg Drage-Iaria** Some people like to complain simply to hear their own voice sure of it. This town needs More of what you're offering. We are so behind the times. #jaffleshoprocks
4 · May 25 at 12:37pm
-  **Annie Robinson** Well done ;-D xxx
1 · May 25 at 12:49pm
-  **Shane Hall** Gero is a big town with a small town mind, with too many of the wrong ppl able to prevent change. Bring it on guys. Good stuff
7 · May 25 at 2:15pm
-  **Alison McCartney** All the best, it sounds like it will serve to further enliven our foreshore area.
Why is there always such an uproar in this place, when someone proposes to do something different?
Maybe it's just growing pains. We'll all get there in the end.
2 · May 25 at 3:05pm
-  **Kellee Aberg** [Tennille O'Neill](#) Tiny Finger
2 · May 25 at 3:09pm
1 Reply
-  **Tracy Muir** Fabulous idea, go for it :~)
May 25 at 4:16pm
-  **John N Rae Yates** Good luck ,great idea .
May 25 at 4:33pm
-  **Catherine Boys-McAuliffe** Thanks for shedding a bit more light on this topic. I think what you are doing in Geraldton is wonderful and think your idea will be a great addition to the foreshore and have always thought this. I do apologise for any negativity taken from my previ... [See More](#)
1 · May 25 at 4:41pm
-  **Mylene van Heijster** Never been to Geraldton, but now i want to go and have a look and check out that container! (and coffee)
2 · May 25 at 4:42pm · Edited

-  **Tobias Balthazaar Foster** Pop up eateries all along the foreshore should be allowed!! Good luck guys!!
May 25 at 4:43pm
-  **Paul Filgate** Sorry guy's don't believe dome should ever got permission to trade there .have to stic to my believe's do like your endeavour though .
1 · May 25 at 4:44pm
-  **Kerry Miles** I am with you Geraldton is dying we need pop ups they create a good vibe. They are a great invention.☺
1 · May 25 at 4:58pm
-  **Yvonne Jenkins** Anything progressive is a great thing... We need to have new things to see and do in Geraldton to overshadow the bad that is creeping through. Good luck for your new venture. We are excited to see how it progresses.
May 25 at 5:02pm
-  **Judie Sturtevant** wonderful idea
May 25 at 5:04pm
-  **Tanya Southcott** Sounds great!
May 25 at 5:16pm
-  **Dion Macale** This will be great. The more of this the better. Existing business owners that can use the competition to encourage them to lift their game *cough* Skeetas *cough*
3 · May 25 at 5:20pm · Edited
-  **Katy Sarah** Great idea. Totally support it. Good luck!
May 25 at 5:28pm
-  **Merrill Weston** Love it, best of luck guys. x.
May 25 at 5:30pm
-  **Tina Bryce** Good luck with it guys!
May 25 at 5:40pm
-  **Joy McPherson** Thanks for sharing your side of this debate, I wish you well and hope your little "beach shack" idea comes to fruition and is an overwhelming success. Good luck to both of you.
May 25 at 5:49pm
-  **Denise Bell** 903
1 · May 25 at 6:04pm
-  **Lyn Fawcett** Thank you for explaining your vision and how it all came about. I wish you both good luck in this venture. It needs something more, but the Council need to be careful not to flood the area.
May 25 at 6:31pm
-  **Natasha Blakey** The amount of rent that 'apparently' you'll be charged, is a reasonable question. Rumors have it at less than \$500 a week?! A tidy profit should it all go well for you.
May 25 at 7:39pm
[2 Replies](#)
-  **Helen Orchard** Love what you guys have achieved. Thank you for services you provide.
May 25 at 7:50pm
-  **Sharyn Burvill** Have a look at the foreshore in Auckland. Cafe, toilets, even a visitor centre are housed in sea containers. Brilliant and beautiful. Good luck!
2 · May 25 at 8:20pm
-  **Diane Marie Mottershaw** I don't,t think a mother cafe is needed at the forebore but a nice old fashion ice cream parlor for the parents and kids to go to would be nice
2 · May 25 at 8:52pm
-  **Doug Strike** Excellent, best wishes and I'm positive it will be a hit
1 · May 25 at 9:08pm
-  **Dana Baddeley** Great idea and good luck. ☐
May 25 at 9:30pm
-  **Brenda Scott** I wish people could see the foreshore in Townsville and cairns qld they were muddy yuck and now cafes playgrounds etc I lovely place that is full of people everyday a wonderful tourists attraction. Do the same here.
2 · May 25 at 11:18pm
-  **Bianca Allen** Great plan! ! I love our foreshore and spend lots of time there with the kids. I'm all for something like this where you can just rock up with the dog and kids without any hassles all the best!
3 · May 25 at 11:21pm
-  **Neil Exten** Good luck great idea
May 26 at 12:41am
-  **Denise Bell** 969
May 26 at 12:52am
-  **Tam Johnston** There is no change without change. Keep pressing, guys. Between the Railway Markets and the foreshore, it is a great way to keep locals bumping into each other and spending time doing the most meaningful social networking...that being...face to face. Hope you get it.
2 · May 26 at 1:00am
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-  **Andrew Blackburn** No way, keep the foreshore as a mostly two lane road and car park fo people who can't be bothered walking to the beach...
May 26 at 2:30am
-  **Nicholas Gillett** A very compelling venture guys, this is the innovation and forward thinking this city needs. Good luck!!
May 26 at 2:54am
-  **Janet Scorinis** the whole foreshore is a disaster, there should be cafe's stalls and a tourist attraction, i agree Brenda, something to draw people for this dying place. love the lawns, need more bbqs and the kids water park, we really need a bigger childrens waterpark, along foreshore somewhere
May 26 at 4:08am · Edited
-  **Denise Bell** 995
May 26 at 4:39am
-  **Ruth Roffey** Great idea
1 · May 26 at 8:29am
-  **Jackie Tarry** Good on you Christian and Karen, if it was not for people like you Geraldton would have no chance.
May 26 at 3:14pm
-  **Anne Marie Calder** Congratulations! All has been considered in this wonderful vision. Our town needs people like you who think outside the square and have the passion to enhance the lovely place where we live and all it has the potential to offer. Cant wait !!!!
May 26 at 3:37pm
-  **Champion Bay Settlements** as a business person and as a born and bred Geraldtonian it is fabulous to see these new ideas being introduced that add to our town/city. What people need to understand is a business owner, no matter who they are and business they have is prepared to ... [See More](#)
1 · May 26 at 3:58pm
-  **David Tyson** Excellent idea Christian and it is long overdue on the foreshore. The foreshore is the jewel of Geraldton and your proposal is sensible and would add to the experience. Unfortunately previous development has its unsightly backs of building facing it ... [See More](#)
May 26 at 6:42pm
-  **Rose Jupp** There is a food venue at the south end and one in the middle so why not one at the north end of the foreshore to cater for the people who use that part of the foreshore
May 27 at 6:32pm
-  **Nadiah Kalat-Brian** [Sal Krupp](#)
May 30 at 5:23am
-  **Ros Day** Good on you guys . Hope it goes well for you. I moved to geraldton 19 yrs ago and since then have seen lots of changes. Many new houses built. BUT our basic town hasnt changed much at all people come and go . Business try and fail . We used to have a ... [See More](#)
May 31 at 4:55pm