

STATEMENT OF RHYS CLARKSON

1 Introduction

- 1.1 My name is Rhys Kimberley Clarkson.
- 1.2 This statement is provided by me to support RK & LJ Pty Ltd and Mayvaden Pty Ltd's (**the Applicant**) application for a tavern restricted liquor licence for premises located at 204 Lester Avenue, Geraldton, to be known as "Quiet Life" (**the Premises**).

2 My background and experience

- 2.1 I am a director of RK & LJ Pty Ltd, who co-owns the proposed tavern business with Mayvaden Pty Ltd.
- 2.2 I have lived in Geraldton my entire life, apart from 2012 to 2014 when I lived abroad on a working holiday visa in the UK and gained experience in the hospitality industry.
- 2.3 While I am a qualified boilermaker, since 2012 I have been involved in the hospitality industry. This started with working in café's, restaurants and pubs whilst I lived and travelled in the UK and Europe.
- 2.4 When I arrived back in Australia in 2015, my wife (Leila Clarkson) and I opened our own café, called "Quiet Life", located at 287 Marine Terrace, Geraldton. We have successfully owned and operated the café for over 10 years now. As well as being the owner, I am the head barista at the café.
- 2.5 One of the mottos we have established at the café is that we like to keep things simple: for you, our customers, and for us. We have worked hard to provide a high quality offering, that features speciality gourmet coffee, delicious food, great customer service and good vibes in a relaxed setting. As one of our customers put it in their recent Google review: *"Quiet Life in Geraldton is an absolute gem. ... The ambiance is effortlessly cool, with a laid back vibe that makes you want to stay longer than planned. Service is friendly and attentive, and the food? Brutally good. Every bite was a delight. If you're in Geraldton, this place is a must-visit!"*
- 2.6 Over the years the café has developed quite a following and has an established, regular client base. On average we serve around 3,000 customers per week over six days. We constantly get

positive, supportive feedback from our clients and have a 4.8/5 rating on Google. Many visitors to Geraldton come here because of our great reputation and reviews.

3 The proposed business

- 3.1 Over the last 10 years my wife and I have built a cultural movement in town through the Quiet Life café that captures and reflects the Geraldton region vibes of “quiet life” and living a simple, family focussed, stress free life.
- 3.2 In 2022 I looked at ways to expand the business. I have always been interested in the process of brewing beer, especially craft beer as you can create a product that embodies or supports a particular culture. This lead me to start work experience contract brewing part time at various breweries and wineries in Perth alongside experienced head brewers to learn the art of beer brewing. I have been doing this for 3 years now and have successfully completed the Institute of Brewing and Distilling course “Essentials in Brewing”.
- 3.3 My vision is to create a venue that embodies and builds on the ethos and offering we have established through the café. The Premises will replicate what we currently offer at the café, plus more. The expanded services and facilities will include offering our own “Quiet Life” branded craft beer at the Premises.
- 3.4 There is clearly a demand for the “Quiet Life” style of business and services. Our sales have consistently increased each year since we opened the doors in 2015, recording an average growth rate of 16.54%. The business started with 5 staff. It now employs 21.
- 3.5 Leila, my wife, and I have teamed up with my brother Kris and his wife Leisha to establish and run the business of the Premises. Kris and Leisha recently relocated back to Geraldton. They share my vision to introduce new and different hospitality services and facilities into our childhood town and to spread the “Quiet Life” lifestyle.
- 3.6 Both Leila and I and Kris and Leisha have young children. We all felt there was a need for a family friendly, low key, but higher end venue in Geraldton, as this type of venue does not currently exist. Many of our customers of the café s
- 3.7 hare this view. We are continually asked by our customers when we are expanding to a bigger site or offering more products. From this, and our own experience, it became clear that the market

for a venue that is family friendly, safe and approachable is yet to be filled. Our current business often operates at capacity, with customers frequently unable to get tables due to its popularity and following from locals and tourists.

- 3.8 If the Application is granted, Leila and I will wind up our existing café business once the Premises commences trading. We are confident that our customers will follow us to the new venue.

4 The Premises

- 4.1 The Premises is to be located in an existing building located in central Geraldton, in an area that is experiencing re-vitalisation. It was previously used as a toy shop but has been vacant for some time.

- 4.2 Development Approval was recently granted by the city of Geraldton to change the use of the Premises to “Restaurant / Café & Tavern”. The City owns the Premises and is very supportive of our proposal. It purchased the site in 2022 as part of an initiative to take back ownership of vacant sites in the Geraldton CBD in an attempt to develop and reinvigorate the centre of town back to a thriving locality. We have been granted a lease for 10 years with two options to renew for 5 years each.

- 4.3 We are planning to complete extensive renovation works to transform the Premises. These include:

- (a) Renovation of the existing building by removing all existing internal structures to create an open space that enhances the buildings ‘warehouse’ feel.
- (b) Revitalisation of the building’s external façade to improve the street appearance.
- (c) Construction of a commercial kitchen, cool rooms, servery counter, dining, alfresco and bathrooms.
- (d) Adding an additional 10 car parking bays to the rear of the property to accommodate more parking on-site.

- (e) Creation of an alfresco area at the rear of the building that maximises the Geraldton climate and provides a safe, family-friendly environment for families with children of all ages.
- (f) Installation of perimeter fencing so that the back area is fully enclosed.
- (g) Creation of a lawn and garden in the back area.

4.4 We have been advised that the maximum number of people that will be permitted on the Premises at any one time is 300. We understand that the number of toilets to be provided at the Premises satisfies the local government and building code requirements for this number of people.

4.5 Several structural acoustic or noise limiting measures will be put in place as part of the renovations, such as:

- (a) Acoustic panelling lining the internal roof.
- (b) New walls and insulation installed internally.
- (c) Shade sails installed and trees planted in the rear alfresco area.

4.6 The total cost of the renovation works is around \$700,000. These will commence once we have a decision on the Application. We anticipate the works will take around 6 months to complete.

5 Services and facilities to be offered

5.1 We propose to offer the following services and facilities at the Premises:

- (a) Bar services (for the sale and supply of liquor to customers for consumption on the Premises).
- (b) Food services.
- (c) Coffee services.
- (d) Functions.
- (e) A large outdoor / alfresco area.

(f) A children's playground.

5.2 Features that will make the venue unique and different to existing venues in Geraldton include:

(a) It will be family focussed, with a fully fenced outside area that includes a playground and lawn area.

(b) Premium, quality morning café offerings that includes coffee, baked goods and pastries.

(c) A high quality food menu, which offers bespoke Western Asian fusion designed meals and snacks and speedy, clean eats. This will follow the current Quiet Life café menu – a copy of which is attached as **Annexure 1**.

(d) Décor and finishes will of a high standard and quality.

(e) Simple Quiet Life branded craft beer. No big label or generic beers will be on offer.

5.3 At this stage the craft beers we are planning to produce include: IPA 6.5%; Pale Ale 5.5%; XPA Mid 3.5%; Lager 4.5%; Ginger Beer 3.5%; Stout 5.5% and Hazy Pale 5.5%. These beers will be produced by a consultant brewer under my supervision and direction.

5.4 We specifically wanted an alfresco and lawn area at the Premises as we will be a family focussed venue. In this area we envision our customers, and especially families, relaxing on picnic rugs enjoying food and beverage and the Geraldton climate. The portion of the lawn that will be licensed will be clearly delineated by roping, similar to what is shown in the photo below. The playground will be located outside the licensed area, in the right rear corner of the property. At this stage we are planning a nature playground with logs, rocks and ropes which will be purpose built. Signage will also be displayed advising customers that no alcohol is to be taken past the licensed area.



- 5.5 We will be applying for the permitted trading hours allowed under the Liquor Control Act in the Application to provide us with flexibility when required. For instance, if there is a private function that the client wants to run later than our usual hours. However, our standard proposed trading hours will be:
- (a) Monday: 7:00am to 8:00pm
 - (b) Tuesday: closed to patrons.
 - (c) Wednesday to Saturday: 7:00am to 9:00pm
 - (d) Sunday: 7:00am to 8:00pm
- 5.6 The above hours reflect our proposed *opening* hours for the Premises, not the hours when alcohol will be available. Between 7am and 10am our morning café side of the business will operate. We do not want to serve or supply alcohol during this time, except for a special occasion or event, such as a champagne breakfast. Our general alcohol service will start at 10am. Signs will be posted around the venue and at the counter/till area displaying “No service of alcohol prior to 10am”. All staff will be trained on this requirement during the induction and training process.
- 5.7 Our proposed trading hours reflect the family friendly focus of the business. We also believe it demonstrates our continued commitment to being a responsible and considerate member of the Geraldton community. We have carefully considered the central location of the venue and its proximity to adjacent properties. To ensure minimal disruption to the surrounding area we have thoughtfully planned our trading hours to strike a balance between providing exceptional service

and respecting the tranquillity of the neighbourhood. Limiting our late trading hours will minimise any potential disturbances to the local community, ensuring that our operations seamlessly integrate into the fabric of the area. This approach aligns with our commitment to fostering a family friendly environment and promoting a harmonious co-existence with our neighbours.

5.8 Our team will implement stringent measures to ensure that our patrons leave the Premises at closing time in a respectful manner, minimising noise levels and maintaining the peaceful ambience of the surrounding neighbourhood. Only low-impact music will be played at the venue. This will include low background music through speakers internally and externally the majority of the time, and on occasion acoustic live music in the alfresco area. We believe that this thoughtful approach demonstrates our dedication to being a responsible and considerate member of the Geraldton community, while still providing exceptional hospitality services to our valued customers. It is worthwhile to add that our proposed hours mean our venue will be closing earlier than regular taverns in Geraldton.

5.9 The kitchen will be open the majority of our proposed trading hours, from 7am to 11:30am for breakfast and from 12pm to 8pm for lunch and dinner.

5.10 The above will set our venue apart from existing venues in Geraldton. None of the existing licensed venues in Geraldton offer anything like what we are proposing. It is evident from our own experiences, and feedback provided by our customers that:

(a) Geraldton does not currently have a family friendly, low key, but higher end tavern venue.

(b) Existing taverns largely only offer “pub food”.

5.11 All facets of the business will be designed around our vision to create a venue that is a meeting place for people to catch up and embrace the quiet life.

6 Roles and responsibilities

6.1 I will have an active role in the business. As well as being a director of one of the Applicant companies I will have a pivotal role in the business. My roles will include:

(a) One of the Approved Managers.

- (b) Head barista.
- (c) Head brewer.
- (d) The product quality control and process manager.

6.2 The above will involve the following responsibilities:

- (a) Focusing on the quality of our product/offering and processes for our team.
- (b) Ensuring all staff are successfully trained.
- (c) Ensuring our product is on point.
- (d) Ensuring our offering is on point.
- (e) Marketing and social media.

6.3 The other directors of the Applicant companies will also be actively involved in the running of the business. It is planned that:

- (a) Kris Clarkson will be responsible for: safety; compliance; operations and finance.
- (b) Leisha Clarkson will responsible for: human resources; hiring and training of staff; assisting with compliance; and day to day operations. She will also be an Approved Manager.
- (c) Leila Clarkson will be responsible for: human resources; hiring and training of staff; rostering; assisting with product quality and offering and marketing and social media.

7 The surrounding area

7.1 Geraldton is a well-known coastal destination in Western Australia that attracts a significant number of domestic and international tourists each year. Its appeal lies in its vibrant foreshore, proximity to the Abrolhos Islands, historic architecture, cultural institutions such as the Museum of Geraldton, and its reputation as a hub for windsurfing, kitesurfing, and other water-based activities. Seasonal wildflower tourism and cruise ship stopovers also contribute to the steady flow of visitors and tourists.

- 7.2 Based on our observations and informal customer feedback at Quiet Life café, we estimate that approximately 25–30% of our patrons are tourists, with the remainder being regulars or local residents. This proportion increases during peak holiday seasons, including school holidays and the summer months, when Geraldton experiences a notable influx of visitors.
- 7.3 The Premises is well-positioned to cater to this tourism market. Located near the Geraldton CBD and the popular foreshore area, the venue is within walking distance of key attractions and accommodations. Currently tourists are frequently drawn to the existing Quiet Life café because of its contemporary and welcoming atmosphere, consistently high-quality food and beverages, and positive online reviews and word-of-mouth recommendations. This will be replicated at the Premises.
- 7.4 To further appeal to the tourism demographic, the Premises have visibility through local visitor centres, digital marketing (including Google and TripAdvisor listings), and partnerships with local tour operators and accommodations. By offering a curated selection of Western Australian wines, Quiet Life craft beers, and other beverages, the venue will provide a relaxed and authentic experience that enhances the overall appeal of Geraldton as a tourist destination
- 7.5 Immediately located near to the Premises is a mixture of industries including car yards, small businesses, pubs and night clubs. These include:
- (a) Insite security cameras.
 - (b) Uniform shop.
 - (c) Red Cross clothing.
 - (d) Geraldton Army barracks.
- 7.6 Across the road from the Premises is a residential development. The front building is the old Police Barracks which was converted into residential units. Behind the Premises and opposite us, on the other side of the Barracks residences, is vacant land.
- 7.7 The local area is undergoing significant change and revitalisation. Known as “The Western Edge Precinct”, it is an area designated by the City of Geraldton where it is envisaged interesting social life will happen. That is, an area that contributes towards a more social focus and to be more

“funky” and “bohemian” than the central precinct. It will feature boutiques, retail, cafés and restaurants, businesses and upper level residential.

7.8 The Western Edge Precinct has architectural heritage that lends towards the refurbishment and adaption of existing buildings. Our proposal for the Premises perfectly suits the plans and intention for the area, which is to be an area for people and the community to gather together.

7.9 A number of developments and revitalisation projects have already occurred including:

(a) The City of Geraldton purchasing back property in the Geraldton CBD as part of its Centre Revitalisation Plan. This includes the Mercantile Club situated on Marine Terrace, at the rear of the Premises.

(b) The Gerald Hotel and apartments.

(c) Re-opening of Vibe night club.

(d) Demolition and rebuilding of the Batavia Motor Inn hotels.

(e) Development of Blue Heeler’s Square.

7.10 A large number are also planned for the future. For instance developers have approved plans to build high rise apartments on the land located on Fitzgerald Street, through to Marine Terrace. These will be very close to the Premises once completed. Other developers are planning similar developments.

8 Existing liquor related issues

8.1 I am aware Geraldton experiences some liquor related issues, such as indigenous drinking and intoxication. Due to the style of our business, its location, our proposed early closing hours and high end product offerings it is unlikely to appeal to anyone looking for cheap drinks to get drunk. There are existing venues in Geraldton that cater to this market, including some within close proximity, that will continue to do so. Our current venue does not cater to, or appeal to, individuals from low socio-economic backgrounds. This is likely to be the same at the new venue, especially as we will not be selling packaged liquor for consumption off the Premises.

8.2 A number of harm minimisation measures will be put in place at the Premises to minimise the risk of liquor related harms occurring. These will include, as mentioned, the early closing hours and the sale and supply of liquor for consumption on the Premises only. Other measures include:

- (a) Fully fenced and enclosed premises.
- (b) Security shutters on the doors and windows for after hours.
- (c) High quality CCTV.
- (d) Trained staff.
- (e) Strategies and measures as set out in our Harm Minimisation Plan.
- (f) End of service procedures, such as:
 - (i) Last drinks to be called 30 minutes before close of trade.
 - (ii) Liquor service to stop 15 minutes before close of trade.

8.3 We are committed to providing a safe, secure venue that promotes a family friendly culture. All areas of the Premises will be fully staffed and supervised during all trading hours, including the outdoor area. There will be zero tolerance for anti-social behaviour.

8.4 Due to our central location we expect a number of our patrons will be able to walk home, or go onto another venue. There is a taxi service available through Geraldton Taxis and several rideshares, such as Uber.

9 Competitor premises

9.1 As the Premises is located in the Geraldton CBD, there are a large number of existing hospitality premises, from cafes and restaurants, to small bars and large hotels.

9.2 Our main competitors are taverns and small bars, being venues who can sell and supply liquor without a meal, but do not offer accommodation. There are 7 of these within a 500m radius of the Premises. They are:

	Licence Type	Name	Address
1.	Tavern Unrestricted	The Murchison Tavern	20 Chapman Road, Geraldton
2.		Batavia Brewing	60 Fitzgerald Street, Geraldton
3.		Freemasons Hotel	79 Marine Terrace, Geraldton
4.	Tavern Restricted	The Foreshore Hangout Lounge	36 Foreshore Drive, Geraldton
5.		Blue Heelers Square	181-195 Marine Terrace, Geraldton
6.	Small Bar	The Provincial Café and Bar	167 Marine Terrace, Geraldton
7.		Piper Lane Cafe	158 Marine Terrace, Geraldton

9.3 I completed an assessment of each of the above premises. Details are provided in **Annexure 2**. In summary:

- (a) The Murchison Tavern, Batavia Brewing and the Freemasons Hotel have all been operating for a long time, and offer traditional tavern services and facilities.
- (b) While the Foreshore Hangout is relatively new, and more modern, it caters for a young crowd.
- (c) Each of the two small bars have a distinct style and target market.
- (d) None of the venues are family friendly or offer the same range or combination of services and facilities that we propose at the Premises.

10 Feedback

10.1 For the Application we commissioned a market survey to be completed by a professional market survey company. Residents of the “locality” of the Application were delivered a letter inviting them to participate in the survey. This generated lots of discussion and feedback within the community about the proposal and we received a lot a support locally and positive feedback.

- 10.2 Ex Geraldton mayor, councillor and independent candidate Shane Van Styne posted a copy of the survey invitation letter on his Facebook page and asked for comments. 107 comments in response were posted – the majority of which were positive. Attached as **Annexure 3** are screen shots of some of the comments.

11 Conclusion

- 11.1 The Premises will introduce a new and existing style of hospitality venue into Geraldton. Our experience from Quiet Life café has shown us there is a demand for a family friendly venue, that embodies and promotes living a simple, family focussed, stress free life and environment. We will replicate and build on the services and facilities we currently offer at the café, which are popular and sought out by locals and visitors to Geraldton. The addition of a liquor licence will allow us to expand our offerings and better meet the expectations of tourists who often seek venues that offer both quality food and licensed beverage options in a casual and comfortable setting. My co-owners and I are committed to ensuring that the Premises will be effectively and soundly managed, to minimise any risk of liquor related harms to our staff, our customers and our local community.



Rhys Clarkson

21/07/2025

Date

ANNEXURE 1

BRUNCH 7AM-2ISH / EVERY DAY

GRANOLA	Housemade toasted granola, Greek yogurt, fruits.	   	\$16
ACAI BOWL	Acai berry blended with banana, berries & coconut water, topped with fruits & granola.	   	\$17
EGGS & TOAST	As simple as it sounds: poached, fried, scrambled. <i>Add Avocado \$4 Bacon \$6 Beans \$5 Mushrooms \$5 Salmon \$7 Feta \$4</i>	   	\$16
BREAKFAST GUACAMOLE	Smashed avocado, roasted cherry tomatoes, feta, sourdough, fresh dill. <i>Add Egg \$3 Bacon \$6</i>	   	\$20
OPEN BREKKY BURGER	Smashed avocado, bacon, rosti, two poached eggs, chipotle hollandaise, brioche bun (<i>Gluten free option available</i>).	   	\$23
PULLED PORK BENNY	Caramelised slow cooked pulled pork, two poached eggs, hollandaise, sourdough.	   	\$24
HAZELNUT PRALINE PANCAKES	Two coconut pancakes, hazelnut praline sauce, whipped strawberry ricotta, mango jam, toasted granola, dehydrated rose petal, seasonal fruits. <i>*Please allow 20 minutes*</i>	   	\$24
BUDDHA BOWL	Quinoa, pickled onion, fresh cucumber, roasted cauliflower, edamame, cherry tomatoes, sweet potato hummus, japanese sesame dressing. <i>Add Cured sesame salmon \$7 Teriyaki tofu \$5</i>	   	\$22
THAI PORK BELLY	Twice cooked pork belly, asian salad, coconut jasmine rice, sweet and spicy thai dressing. <i>*Please allow 20 minutes*</i>	   	\$26
BAO BUNS	<i>Crispy Chicken Bao Buns</i> Fried chicken, kimchi, slaw, sriracha mayo, charcoal bao. <i>Tempura Eggplant Bao Buns</i> Japanese tempura eggplant, sticky miso, slaw, coriander, charcoal bao.	       	\$23 \$23

Please make it known to a member of staff if you have any allergies. Gluten free options are available.





























Bagels by *The Holy Bagel Company*.
Eggs by *Lirravale Open Range Eggs*.

15% public holiday surcharge.
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SPECIALTY
Quiet Life
COFFEE

 Vegan  Vegetarian  Dairy Free  Gluten Free

BAGELS**ALL DAY / EVERY DAY**

BREKKY	Bacon, egg, cheddar, house made onion jam.	   	\$14
BBQ PORK	Slow cooked BBQ pork, house pickles, mustard aioli, swiss cheese, slaw.	   	\$14
SALMON	Smoked salmon, cream cheese, capers, dill, onion, asparagus.	   	\$15
VEGO	Vegan beetroot mayo, roasted zucchini and cauliflower, spinach, tofu dill cream cheese.	   	\$14
BLUEBERRY	House made preserve, honey or cream cheese.	   	\$10
CINNAMON	House made preserve, honey or cream cheese.	   	\$10
PLAIN	House made preserve, honey or cream cheese.	   	\$8

GF bagels available \$1.50

COFFEE**ROASTED BY MICROLOGY COFFEE ROASTERS**

		SMALL	LARGE
WHITE	Flat White Latte Cappuccino Macchiato's <i>Alternative milks (oat, almond, soy)</i>	\$4.80 +70c	\$5.30 +70c
BLACK	Long Black Single Espresso Double Espresso	\$4.30	\$4.80
COLD BREW			\$5.30
HOT CHOCOLATE		\$4.80	\$5.30
MOCHA		\$4.80	\$5.30
FRESH CHAI LATTE		\$4.80	\$5.30

COLDS

ICED LATTE		\$5.30
ICED CHOCOLATE		\$5.30
ICED MOCHA		\$5.30
ICED CHAI LATTE		\$5.30
EMMA & TOMS	Orange Cloudy Apple Green Power Immunity Kick Starter	\$7.00
STRANGELOVE SODAS	Sparkling Water Double Ginger Beer Very Mandarin Holey Grapefruit Cloudy Pear	\$4.00 \$7.00

TEAS

Breakfast Earl grey Lemon grass & ginger Gunpowder green Chamomile Peppermint	\$5
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ANNEXURE 2

COMPETITOR PREMISES REVIEW

The Freemasons Hotel



A. Nature and style of premises.

Heritage listed building, Standard Pub food with live sport, live music and TAB, alfresco dining on the street

B. Services and facilities offered.

Meals from 11am-9pm daily dine in or takeaway. Catered events upon requests

C. State and condition of the premises.

Heritage building which is always being refreshed and updated

D. Description of target market

Counter meals, big pub grub, live music, TAB
Standard big chain brand beers, spirits and wine

E. Details of opening hours

Sunday to Thursday 11:00am – 10pm
Friday & Saturday 11:00am till LATE

F. Details of what customer parking is available and if easily accessible

Street parking down the Marine terrace and limited spaces behind the building. Other public parking within walking distance. Centrally located



G. Details of any unique features

Heritage building, TAB on site

H. Comments on how the premises is/will be different to Quiet Life.

Traditional pub grub on offer with standard big chain brand alcohol catering to the TAB venturing patron. Not family friendly.

The Murchison Tavern



A. Nature and style of premises.

Relaxed style pub with a main dining area plus Beer garden and private function bar available for booking.

B. Services and facilities offered.

Traditional pub food with added Seasonal Fresh Food
Dine in/Takeaway and home delivery available.
Catering for private functions on request
Standard big chain brand beers, spirits and wine

C. State and condition of the premises

Older building which has been refurbished to a clean fresh colour scheme

D. Description of target market

People looking to unwind and enjoy meal conversation or just a quick drink at the bar.
Occasional live music playing

E. Details of opening hours

Open 11am – Late (everyday)

F. Details of what customer parking is available and if easily accessible

Some street parking and rear parking in the Post office car park area. Centrally located



G. Details of any unique features

New small alfresco beer garden area

H. Comments on how the premises is/will be different to Quiet Life.

Not family friendly. Catering with traditional pub food, serve big chain brand alcohol

The Provincial Bar & Café



A. Nature and style of premises.

Low lit, black theme Wine and Tapas bar with share plates and Wood fired pizzas

B. Services and facilities offered.

Originally opened offering a café service but stopped this many years ago. Primarily wine bar with some beer available. Food Dine in / Pickup available / online ordering

C. State and condition of the premises

Dark, Small intimate space in an old Geraldton Building, with a semi enclosed outdoor court yard

D. Description of target market

Bookings, Group gatherings, celebration functions and intimate dining

E. Details of opening hours

Tuesday 4:30 pm - 10:00 pm
Wednesday 4:30 pm - 10:00 pm
Thursday 4:30 pm - 10:00 pm
Friday 4:30 pm - 10:00 pm
Saturday 4:30 pm - 10:00 pm
Sunday & Monday Closed

F. Details of what customer parking is available and if easily accessible

All street parking along Marine Terrace. Centrally located



G. Details of any unique features

Small intimate space, upmarket tapas catering primarily to the wine consumer

H. Comments on how the premises is/will be different to Quiet Life.

Small, dark venue. Not family friendly. Servicing big chain brand alcohol

Batavia Brewing



A. Nature and style of premises.

Local micro brewery located in an old nightclub building

B. Services and facilities offered.

Small Bar Menu offered while sampling some locally produced beers

Seasonal local food.

Trivia nights

C. State and condition of the premises

Remodelled building, repainted and renovated - previously a class fitness gym and prior to that was a nightclub. Not open plan and very compartmentalised with small rooms

D. Description of target market

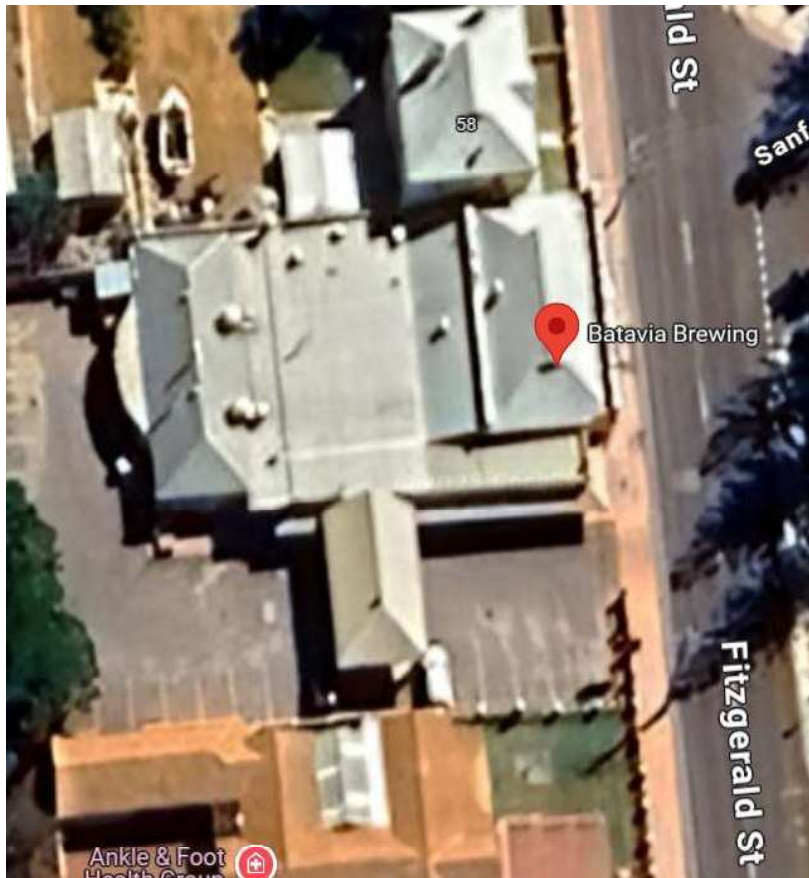
Holiday makers and people who enjoy tasting new beers, Trivia fans

E. Details of opening hours

Friday 4pm - 10pm, Saturday
Sunday 11:30am - 10pm

F. Details of what customer parking is available and if easily accessible

All parking on site. Located centrally in residential precinct also opposite a primary school and high school.



G. Details of any unique features

Micro brewing equipment on site.

H. Comments on how the premises is/will be different to Quiet Life.

Not open plan. Dark small rooms. Not family friendly. Only open Friday Saturday Sunday. Small range of traditional pub food and snacks

Piper Lane Café



A. Nature and style of premises

Upstairs downstairs setup. Small rooms, no room for groups.

Serving Breakfast/Brunch/Lunch - Owners attempted to provide an evening service but with no success

Piper lane has new owners (owners of several bakeries) so the offering is expected to change in the coming months

B. Services and facilities offered.

Dine in/Takeaway

Function bookings

C. State and condition of the premises

Upstairs/Down stairs setup, Renovated and painted modern Interior and sleek dark exterior

D. Description of target market

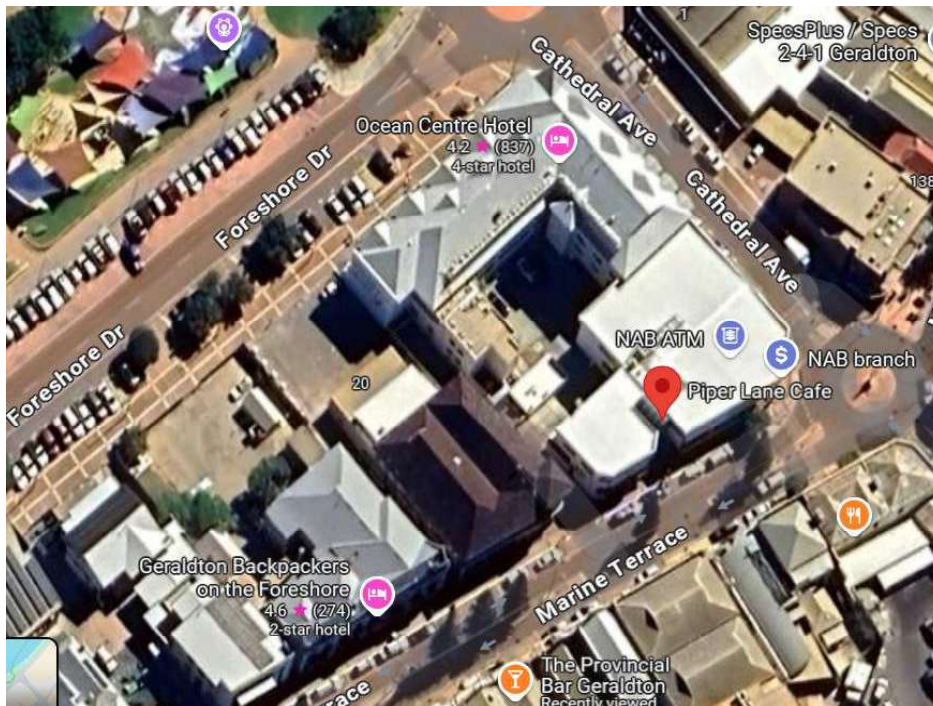
Café and coffee morning foodies ready to enjoy the house cooking and quality of food on offer. Close early afternoon with no evening menu.

E. Details of opening hours

Breakfast & Lunch Wednesday - Monday: 7am - 3pm
Kitchen Closes at 2pm
Closed Tuesdays

F. Details of what customer parking is available and if easily accessible

Street parking along Marine Terrace. Centrally located



G. Details of any unique features

Recently renovated and repainted. Upstairs and downstairs dining. Not an old building with not much character. More of a Café then restaurant. New owners will be changing the direction of the venue given their bakery background

H. Comments on how the premises is/will be different to Quiet Life.

Café only. Not family friendly. Small space segmented with upstairs and downstairs.

The Foreshore Hangout Lounge



A. Nature and style of premises.

The newest venue in town located opposite the Geraldton foreshore. A space to chill while soaking in the coastal vibe, with live music and good pub food on offer. Promotes late night DJ dance music

B. Services and facilities offered.

Dine in/ Pick up & Online ordering
Big chain brand alcohol and spirits
Traditional pub food

C. State and condition of the premises

New Premises with modern outdoor umbrella shaded tables located opposite the Geraldton Foreshore

D. Description of target market

Younger generation, after work drinks leading into late night DJ and party music. A lot of workers in attendance after work due to hotels in the area.

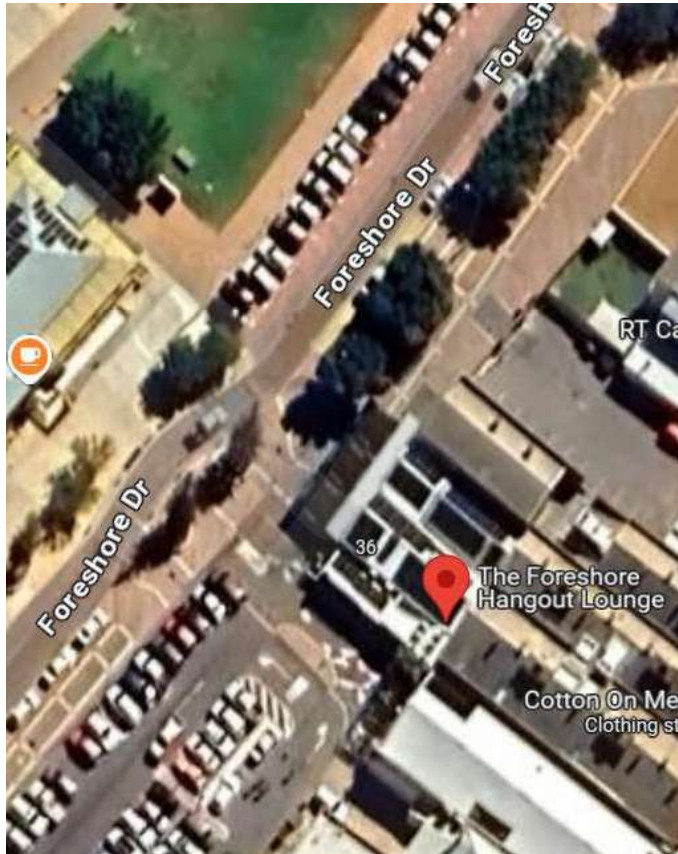
E. Details of opening hours

Monday - Thursday, Sunday 11:00 am - 09:00 pm

Friday – Saturday 11:00 am - 12:00 am

F. Details of what customer parking is available and if easily accessible

Street parking only along Foreshore Drive



G. Details of any unique features

Newest venue in town, big pub grub menu, location opposite the Geraldton foreshore

H. Comments on how the premises is/will be different to Quiet Life.

Not family friendly, DJ and music focus, younger generation and open till late

Blue Heelers Square



A. Nature and style of premises.

Demolished site of the old Blue Heelers tavern which burnt down in a fire.
Gated vacant land site setup for occasional and popup events.
Located at the rear of our venue.

B. Services and facilities offered.

None – all event based with food trucks, catering and mobile bars

C. State and condition of the premises

Vacant land, sea containers, gravel, synthetic turf

D. Description of target market

Pop up events, festivals

E. Details of opening hours

None – specific to if an event or pop up event is being held

F. Details of what customer parking is available and if easily accessible

Street parking only along Marine Terrace



G. Details of any unique features

Outdoor space for large events and pop up events

H. Comments on how the premises is/will be different to Quiet Life.

Quiet life is a physical venue and business with amenities on site operating 6 days each week, not just occasional events. Quiet life has its own parking on site.

ANNEXURE 3

Shane Van Styn in Geraldton's post



Shane Van Styn in Geraldton

24 June at 11:58 · 🌐

CGG GOING INTO THE PUB GAME?

Here is an interesting one. The well loved cafe, Quiet Life are looking to take on the lease of the former Toyworld shed on Lester Ave to make a new Tavern.

This building was bought by CGG for future development as parking, with a view to possibly leasing in the interim until it is developed.

Thoughts?

June 2025



LOCALS-ONLY INVITATION HAVE YOUR SAY ON THE PROPOSED QUIET LIFE VENUE IN GERALDTON

Quiet Life is planning to open a new venue at 204 Lester Avenue in Geraldton, expanding on the success of its much-loved café on Marine Terrace. The new space will reflect the same relaxed, high quality and family friendly experience the community knows and enjoys, but in a larger, warehouse style environment. The proposed development will feature a spacious indoor dining area, alfresco seating, a fully fenced lawn and children's play area, upgraded facilities and a full commercial kitchen. It will offer all day dining, starting with morning coffee and café style breakfasts through to meals and snacks into the evening, paired with a carefully curated selection of alcoholic beverages, including Quiet Life's own craft beer, available from 10am until close. The venue is designed to be an inclusive and welcoming place for people of all ages to come together. It will trade under a Tavern Restricted Licence, meaning alcohol can only be consumed on site, with no takeaway or packaged liquor. Proposed opening hours are Monday and Sunday from 7am to 8pm, Wednesday to Saturday from 7am to 9pm, and closed on Tuesdays.

Before this goes ahead, Mayvaden Pty Ltd and RK & LJ Pty Ltd, the owners of Quiet Life, have engaged Painted Dog Research, an independent market research agency, to consult with local residents to seek your opinion on the proposed Quiet Life venue. The survey results will influence the proposal for the venue that will offer an extended experience for customers who value a welcoming, family-friendly dining destination, so we encourage you to have your say!

We invite one person in this household aged 18 years or over to complete the survey, which should only take about 10 minutes. After completing the survey, you can enter the draw to win a **\$500 pre-paid GiftPay card**.

We ask that you please complete this survey by **Sunday 6th July 2025**.

If you'd like to participate in the online survey, please enter the link below into your web browser or any mobile device and use your unique access code to enter the survey:

👍❤️ 122

107 comments 5 shares

👍 Like

💬 Comment

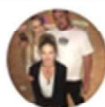
7:32

5G



Shane Van Styn in Geraldton

24 Jun · 🌐

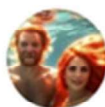


Gaye Murphy

This sounds great.

2w Like Reply

1



Narelle Rene Sharrock

How exciting

2w Like Reply



Tamsin Wise

Great idea

2w Like Reply



Kelly Singleton

Yess 🙌

2w Like Reply



Meegan Hipper

Great idea 🙌

7:31

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Julie Griffiths

Great idea ❤️

2w Like Reply

2 👍



Suzie Halden

Ohh I love their pancakes but can never get a table at the current premises, always so busy!! 🙌🙌

2w Like Reply



Glenda J Blyth

Sounds great. Best wishes ❤️ to them

2w Like Reply

1 👍



Lizy Kelly

Great idea! Fully support this venture!

2w Like Reply

7:31

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Reagan Riggby

Expansion of this already thriving business is only welcomed by this family! To label the plans [Quiet Life Specialty Coffee](#) have as 'just another pub' seems short sighted of the vision these amazing people have for their growing business. I wish them the best of luck and whole heartedly hope that their plans are successful to move forward.

2w Like Reply

30  

View 2 replies...



Sunrise Rowley
Sounds great

2w Like Reply



Anne Burford

Awesome idea..about time someone ran with a family friendly resturant, where

7:31

5G



Shane Van Styn in Geraldton

24 Jun • 🌐



Adele Lancaster

Awesome I can't wait, they do such a great it will be wonderful to have more room.

2w Like Reply

2



Marg McNaught

Yeah somewhere to have coffee later than 2.30 pm. Sounds awesome.

2w Like Reply



Rose Holdaway

Quiet Life are such a great little business and the perfect proponents for something like this. I hope they get the go-ahead, we need to support more locally owned businesses and this sounds fabulous!

2w Like Reply

1

7:31

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Suzi Salmond
Sounds fantastic!

2w Like Reply

5

[View 1 reply...](#)



Michelle Hobbs
Sounds awesome hope they get it up and going!

2w Like Reply

4



Shirlee Rose
Excellent. Very exciting to see business thriving and expanding in Gero.

2w Like Reply

3



Jodi Louise
Unreal. I was thinking last week how the West End was becoming a foodie haven

7:31

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Suzanne Roberts

I would like to see these guys run a big establishment. Good service, food & quality. I think it would be a great thing!! Shame we cannot kick Dome out & give them that space!

2w Like Reply

5



Lindi Pelkowitz

It would be great to have a place where kids can safely play and parents hang out over dinner. Nice trading hours too. Sound like a good idea.

2w Like Reply

1



Ron Bertelsen

Well it has certainly taken awhile to get to this stage, I think they first proposed this to council over a year ago

7:30

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Kasey Sloodmans-Thomas

The kids play area will make it so successful! When can we start booking in?



Quiet Life, can we ask that the playarea be undercover- rain, hail and shine, we can come for coffee while the kids play! 👍👍



2w Like Reply

2



KurtandEmma Mason

Please have a kids playground included 🙌

[Quiet Life Specialty Coffee](#)

2w Like Reply

5

View 2 replies...



Garry Wright
Parking?

7:30

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Ian Glew

Great idea especially if it is family friendly. They will make a bomb out of Young Motors for ☕☕ and 🍔🍞🥤, thats for sure!

2w Like Reply

2



Jan Scupham

Can we expect a sensible outcome regarding e scooters and rate reduction for some??

2w Like Reply

2



Shaun Rose

1billion times better than the council wasting a shit tone of money making a mess of Maitland Park area. ..who had a say it that future disaster! 🤔👤🤔
This isn't a pub anyway..Great use of

7:30

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Lorraine Lambert

Tarts and Co moved to bigger premises and are killing it. Quiet Life would do the same. Love the idea of a play area. Good luck locals. 👍

Nothing else has happened with the proposed upgrade of the West End that Perth investors got a 3 mill Govt grant for. Id like to know what happened to that project. 🤔

2w Like Reply

14

[View 2 replies...](#)



Bella Masotto

Quiet life is so successful so an expansion on that sounds awesome! There is no kid friendly places in town besides the wintersun which is pretty gross.

7:29

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



View 1 reply...



Pete Berryman

Any business startup in the CBD should be fully supported. Tourism is a major part of Geraldton's future. 👍

2w Like Reply

12

View 1 reply...



Kristy Gordon

Great proposal and I am not sure it sounds like a PUB. Close times of 8 and 9pm. I think it sounds awesome Geraldton will always accomodate more fine dining and what a great way to utilise a space. Goodluck.

2w Like Reply

16

7:29

5G



Shane Van Styn in Geraldton

24 Jun · 🌐



Russell Giles

Good to see Council Encouraging new ventures in town 👍

2w Like Reply

4 👍



Jess Nankiville-Quinn

You had me at 'children's play area' 🤔👉
👉💙

2w Like Reply

11 👍❤️😂

[View 8 replies...](#)



Katherine Tutt

Why not support?

It is utilizing an existing building currently not being used and probably not being maintained. Locals owning and running the business instead of people who don't live here means more money injected into our

